

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 16 SPRUCE ST., NEW YORK.

VOL. XXI. NEW YORK, DECEMBER 29, 1897. NO. 13.



The gifts that ~~he~~ <sup>averaged</sup> to ~~have~~ <sup>had</sup> given ~~to~~ <sup>in 1896</sup> 400,000 people and that's allowing but three ~~years~~ <sup>months</sup> ~~too~~ <sup>now</sup> families were purchased largely from "Record" advertisers.

Had a half dozen newspapers in the United States given Santa Claus an equal amount of work to do he would still labor and "Christmas" might be with us yet.

"The Record" produces Holiday Trade at all times of the year, at rates comparatively low.

Address:

THE RECORD  
PUBLISHING COMPANY  
PHILADELPHIA

# \$100

for the best accepted designs for cover pages of catalogue for Atlantic Coast Lists. Size of catalogue  $7\frac{1}{2}$  x 10 inches.

# \$50

for the second best and accepted designs.

All designs to remain the property of the Atlantic Coast Lists. If used, others than the best and second best, for each pair of cover designs

# \$25

will be paid.

Full particulars upon application.

Atlantic Coast Lists,

134 Leonard Street,

New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863.

Vol. XXI.

NEW YORK, DECEMBER 29, 1897.

No. 13.

## ATTRACTING ATTENTION BY WINDOWS.

By John S. Grey.

Says the thoughtless advertiser, "If I can only attract popular attention that is half the battle." That depends upon how you attract it and the class of people you attract. As a matter of fact, there is nothing easier than to attract attention and nothing more ridiculous unless you can make that attention profitable. It is better to remain silent if you can not be interesting to your own financial benefit. I am moved to these remarks by having noticed lately a strong tendency to attract attention by inappropriate and useless though costly window shows.

The free lunch in a saloon is given as an advertisement, and it serves to attract attention and *draw trade*. It is only given to those who buy drinks, and consequently the saloonkeeper directly reaps the benefit of his own generosity. The free shows that are often put in a store window are supposed to be there for the same purpose—to attract attention and draw trade—but they are in many cases so totally irrelevant to the storekeeper's business that they can not possibly do him a particle of good.

In the window of a store on upper Broadway there is displayed at night a revolving light surrounded by a metal reflector. The light shows in a multiplicity of colors, constantly and rapidly changing, and the effect is both dazzling and pleasing to the eye. Thousands of people stop on the sidewalk and look at the brilliant show—possibly they may note that it is in the window of the store where Pepper's whisky is sold by the bottle or case, but does anybody believe that this chromatic exposition has yet sold a single bottle of whisky, or is likely to? Ask yourself the question, why should it? What is there in the revolving light—pretty as it is—to convince a probable or possible buyer that

Pepper's whisky is worth buying? What incentive is it to trade there? Now, suppose that Mr. James Pepper had placed in his window instead a miniature whisky still in operation, showing how Pepper whisky was made. Then he would have had an attractive, interesting, appropriate and profitable advertisement. Showing how an article is made—if the process is cleanly—is the most powerful inducement to buy.

The best window shows on record have been directly in this line—showing the methods of manufacturing the goods sold. Valentine & Co., the Japanese importers, have just such an exhibition in their windows at the present time—a beautiful, dark-skinned Oriental girl weaving rugs. In full sight of the street she manufactures what the people can buy inside the store. I remember seeing, some years ago, in the windows of J. & V. Cousins, the manufacturers of ladies' shoes, a very instructive exhibition entitled, "The Evolution of a Shoe." The window was subdivided into six or seven sections. In the first was a young live goat, frisking about on some straw; in the next a rough goat skin; in the third the skin dressed; then the skin cut out for a pair of shoes; next the shoes shaped in the rough, and lastly a pair of dainty ladies' shoes finished completely. There is education in such an exhibit—instruction as to what shoes are made from and how they are manufactured. The impression conveyed is perhaps not so pleasing as a revolving colored light, but it is more durable, and it is known that the show just described was profitable, which proves that it attracted customers to buy "Cousins' shoes."

The same kind of an exhibition has been worked by clothiers, showing an unshorn sheep at first; then the fleece; then the combed wool; then the scouring process, and so on to the finished cloth.

Generally speaking, the more ap-

propriate the window show is to the business of the store the more profitable it will be. There is very little use amusing the people at your expense. If you want to attract their attention to your business, emphasize your business in the attraction. The multi-colored light might be appropriate in a lamp shade store, or even in a novelty store, but it has not the remotest connection with whisky. I have seen thousands of window displays all over the world, and I know that they are most profitable when they stick to their own line of business. Outlandish novelties may draw crowds, but not customers.

The best window advertisement that I ever saw was, and I believe still is, in the English metropolis, in the vicinity of London Bridge. It consists of a sausage machine in the window of a cheap restaurant. The machine is fed with fine fresh pork at one end and the sausages come out at the other, and are transferred to dishes and into an oven, where they are cooked in the sight of all passers by. It may surprise some people to learn that from 11 to 3 daily the capacity of the machine is severely tested, and it can scarcely turn out sausages enough to supply the demand. \$280 a day is the average business of the store, and it is a small one. How much of this is distinctly attributable to the appropriate and practical window display?

#### AN ADVERTISING CAR.

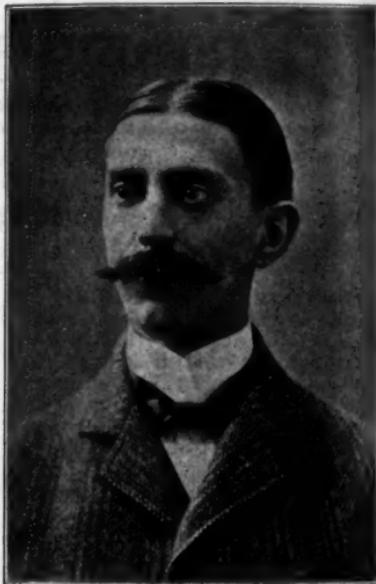
An idea which has been already employed in advertising Colorado has been amplified by North Carolina by the building of a complete special car for carrying on exhibit the resources of that State. The novelty of the car itself, however, is not the only attraction it will possess. The contents will be the most interesting aggregation of exhibits ever shown in a traveling conveyance. The State Legislature has given a free hand to the committee managing the exhibit, and the wealth of curiosities contained in the State museum has been freely drawn upon to stock the traveling museum. The most interesting of these exhibits will be an enormous nugget of gold, weighing twenty-two pounds and valued at \$8,000. This will be exhibited to those who visit the traveling museum in order to convince intending Yukon prospectors that North Carolina can show its glittering store of yellow metal as well as Alaska. The nugget will be carefully watched on the trip and guarded jealously to insure its safe return to the museum.—*Denver Republican*, Dec. 12.

#### REASSURING.

Poetess.—The poem I sent you, Mr. Editor, contains the deepest secrets of my soul.

Editor—I know it, madam, and nobody shall ever find them out through me!—*Humoristische Deutschland*.

#### A WELL MERITED PROMOTION.



FORBES MUNSON.  
Advertising Manager Jas. S. Kirk & Co.

The above is a good likeness, recently taken, of Mr. Forbes Munson, Jas. S. Kirk & Co.'s well-known advertising manager, who, on January 1, 1898, assumes entire charge of the firm's toilet soap department, filling the vacancy caused by the death, some little time since, of Mr. Chas. S. Kirk. Mr. Munson will still retain his old position as advertising manager, which he has filled for several years. To be the executive head of the toilet soap department of this old and famous house is, indeed, something to be proud of, and PRINTERS' INK extends to Mr. Munson its hearty congratulations.

#### INDUCEMENTS FOR MAIL ORDERS.

The mail order department of a Kansas department store offers these inducements:

The customer who sends an order for dress goods amounting to \$25 before January 1 will be given a dress pattern valued at \$8.

The customer who sends the largest general order over \$25 will be given a handsome silk waist pattern worth \$5.

The customer sending the largest shoe order over \$15 will be given a pair of shoes worth \$2.50.

The customer who sends the largest order under \$25 will be given a Vienna cloth dress.

THE advertiser of wind-mills does not have to blow in his ads.

## PROPRIETARY MEDICINE ADVERTISING IN OHIO.

TO BE DRIVEN OUT OF THE STATE BY  
THE DOCTORS AND THE DAIRY AND  
FOOD COMMISSIONER.

The newspaper publishers of Ohio are interested in the following correspondence, affecting, as it does, the advertising of proprietary medicines and the action of the Dairy and Food Commissioner thereon.

The doctors, with their ethics and their methods, seem to have been doing some effective work in their own interest and against the newspapers.

LOWELL, Mass., Nov. 20, 1897.  
*The News*, "Manfield, Ohio:

Discontinue advertising immediately on account enforcement Ohio Food Law.

J. C. AYER & CO.

Immediately upon receipt of the above telegram the following letter was mailed to the Dairy and Food Commissioner of Ohio :

Office of  
"THE OHIO NEWSPAPER MAKER."  
MANFIELD, Ohio, Nov. 22, 1897.

Hon. Joseph E. BLACKBURN, *Dairy and Food Commissioner, Columbus, Ohio*:

MY DEAR SIR—Will you kindly advise us what particular action it is, if any, upon the part of your department, that is causing a number of the proprietary medicines to discontinue their advertising in Ohio newspapers and take their goods out of Ohio markets, and particularly with reference to the J. C. Ayer & Co., of Lowell, Mass.? Has any order been issued against them, Ayer's sarsaparilla or any other of their goods? Kindly give us all the information that you can that will be of interest to Ohio newspaper publishers, who are very much interested in this question.

It may be proper to add here that Ohio newspaper publishers receive quite a large annual revenue from proprietary medicine manufacturers, and action of the character of which the Ayers complain very naturally causes an unusual degree of interest.

As the *Ohio Newspaper Maker* is the organ of the Ohio Editorial Association, the Ohio Associated Dailies, and the Select List of Ohio Newspapers, it will be looked upon to keep the brethren of the press posted in the matter. Your early reply will very greatly oblige, yours truly,

"THE OHIO NEWSPAPER MAKER."  
W. S. Cappeller, Manager.

P. S.—I enclose you herewith the telegram received from the J. C. Ayer & Co., which kindly return for our files and oblige.

The following reply is highly interesting:

STATE OF OHIO,  
DAIRY AND FOOD COMMISSION.  
COLUMBUS, Ohio, Nov. 24, 1897.

Hon. W. S. Cappeller, *Manfield, Ohio*:

DEAR SIR—I acknowledge receipt of your letter of inquiry of November 22d and enclosure of telegram from J. C. Ayer & Company, of Lowell, Mass., ordering a certain advertisement discontinued on account of enforcement of Ohio food laws. In reply to your questions, I have to say that on Sep-

tember 11th the following notice was issued from this office:

## WARNING TO DRUG AND MEDICINE DEALERS.

It has come to my notice that a great many so-called patent medicines or proprietary articles are simply used as vehicles to convey poisonous and dangerous narcotics drugs to persons and patients already weakened with suffering and disease, thereby not only failing to give the relief or benefit sought for, but destroying every vestige of health and enslaving the unsuspecting victim to a fate far worse than death.

After investigation I have found that many soothing cordials and syrups, cough syrups, catarrh cures and similar proprietary medicines contain morphine and other dangerous ingredients. The use of muriate of cocaine has become so general as to number its helpless, hopeless victims in nearly every community. Several cases of death after untold suffering have been reported to me that are believed to have been caused by the use of this drug found in so-called patent medicines.

I believe that the laws of Ohio are sufficiently explicit to apply to these cases. The attention of all interested persons is hereby directed to the following law, entitled

## AN ACT TO PROVIDE FOR THE PROPER LABELING OF POISONOUS ARTICLES.

(Passed April 21, 1890; took effect sixty days later; § 7 O. L. 235.)

SECTION 1. Be it enacted by the General Assembly of the State of Ohio, that whenever any pharmacist, druggist or other dealer in poisons, chemicals, medicines and drugs, whether wholesale or retail, shall sell any drug or chemical, an indiscriminate or careless use of which would be destructive of human life, such dealer shall affix to each bottle or package of such drug, chemical or poison a label printed in red ink, having on it the name of the article by which it is commonly known, the cautionary emblem of the skull and cross-bones, the words "caution" and "poison," and in addition thereto, at least two of the most readily obtainable effective antidotes to such poisonous articles.

SEC. 2. Whoever violates the provisions of section one (1) of this act shall, upon conviction thereof, before any court having competent jurisdiction, be fined in any sum not exceeding one hundred (\$100) dollars, nor less than ten (\$10) dollars.

Druggists and dealers having suspected preparations of this kind in stock should at once secure themselves from loss by prosecution by taking a written guarantee from jobber or manufacturer that their preparations do not contain poisonous drugs and are not deleterious or dangerous to health.

It is my intention to prosecute for the sale of medicines containing these dangerous drugs, unless each and every bottle or package containing them is labeled according to law, and I call upon every honest citizen, and especially druggists and physicians, to aid me in correcting what I believe to be one of the most serious abuses of the times, and a menace to the health and happiness of many thousands of people. J. E. BLACKBURN,

Dairy and Food Commissioner.

In pursuance of this notice, samples were taken for analysis. On November 18th prosecutions were commenced against the manufacturers of several proprietary preparations containing a dangerous amount of a poisonous drug known as morphine. Among others was a prosecution against Ayer's Cherry Pectoral.

The prosecutions are not aimed at the sale of the preparations, but they are aimed at the sale of poisonous and dangerous drugs under

the guise of a therapeutic or family remedy. Messrs. Ayer & Company can comply with the law of this State by omitting the morphine from their preparation or simply label it according to law, either of which seems to me to be a very reasonable and just proposition, as the evils growing out of the use and abuse of morphine are too well known to me to be denied or contradicted.

In this connection I have taken the liberty of writing a letter to Messrs. Scott & Bowne, New York, manufacturers of Scott's Emulsion of Cod Liver Oil, that defines the position of this department on this question. I inclose a copy herewith for your consideration.

Very truly yours,

J. E. BLACKBURN,

Dairy and Food Commissioner.

P. S.—It might be stated in this connection that no attention was given to the notice of Sept. 11th by Messrs. Ayer & Co.

Also the following letter :

STATE OF OHIO,  
DAIRY AND FOOD COMMISSION.  
COLUMBUS, Ohio, Nov. 23, 1897.

Messrs. Scott & Bowne, New York:

GENTLEMEN—Information has come to me in my official capacity that you are the manufacturers and venders of a preparation styled, "Scott's Emulsion of Cod Liver Oil." The official chemists in connection with the department certify to me that the said preparation does not contain the ingredients that you represent it to contain, and further, the chemists located in various parts of the State have reported to me that the said Scott's Emulsion of Cod Liver Oil, does contain a salt of opium, known as Morphine.

As morphine is admittedly a deadly drug, and extremely dangerous on account of its narcotic properties, my duty in the premises is plain. Any intelligent person will admit that a powerful drug like opium, or any of its salts, should not be administered in the guise of a food. With these facts before me, I have felt it my duty to institute proceeding, under the statutes of this State governing the sale of poisons, to prohibit the sale of your preparation.

In order to save your customers the penalty they will surely incur for selling this article, I respectfully suggest that you withdraw the goods from sale in this State, and thus relieve yourself and the business men of Ohio from annoyance and expense of further litigation in this matter.

I am moved to make this suggestion after an extended talk with your Mr. Griffith on this subject, and believe this to be the most satisfactory solution of the problem, as your goods can not be legally sold in Ohio on and after this date.

Respectfully submitted,

J. E. BLACKBURN,

Dairy and Food Commissioner.

The dairy and food commissioner is reported to have recently caused some arrests at Toledo. Just how far Commissioner Blackburn will go in the matter to please the "pill rollers" and the "bucketfull every hour" doctors is not known.

If the M. D.'s only knew it, they are walking around on pretty thin ice, if their fight with the newspapers once takes on aggressive form.

We predict that within less than a year the Ohio newspapers will omit

the titles in all mention of doctors and M. D.'s, and further, that in all death announcements the names of the attending physician will be given as a matter of important news for the public.—*The Ohio Newspaper Maker.*

#### STORE NEWS BY CARRIER PIGEON.

One of the carrier pigeons used in the service of a big department store gave an illustration of rapid service to-day. Set free at 59th street and Third avenue, it winged to the neighborhood of City Hall in four minutes. The elevated railroad train traverses the distance in no less than twenty minutes, or perhaps the West Side express trains go as far in fifteen.

These messengers carry the "copy" of advertisements from Bloomingdale Brothers' store to the firm's down-town bureau for distribution among the newspapers. Ten birds are used, and these flights are a successful and practical application of the firm's advertising manager's methods, enabling him to get "store news," into type at as late a moment as is possible.

It needs a look through a big store like this, crowded as it is at this time with holiday shoppers and with wares to please them, for one to realize what a task of selection the advertising manager must have; what an array of facts that we would like to print marshal themselves before him, each claiming some of his precious "space" on its merits. All can not be told; the advertiser must mention such as will be typical of the whole; must give the hint that the reader will take hold of and use for both the purchaser's and the seller's advantage.

That hint brings the people to the door and through it; the wares displayed make one wish for the purse of Fortunatus; but the wise storekeepers have solved the problems for fat and slender pocket-books. The beautiful and the useful may be as costly as you like, but they are not necessarily so.—*Mail and Express*, Dec. 18th.

#### BARGAINS.

The woman who hunts bargains is a usual subject of criticism and a standing newspaper joke. Much of the ridicule is undeserved, and much ill-directed. The whole world, not merely women, loves to get a good bargain, which means full value or extra value for its money; and this seeking of the bargain-hunter whose stock of money is limited is not only justified but commendable.

Nor is it really impossible, as some jokes and some comment seem to imply, to get extra value and good returns for the money, time and work spent in hunting a good bargain. Good bargains are not common, but they are to be had, and extra value for her money is often the reward of the skillful, tireless bargain seeker. She has a small amount of money, but plenty of time in which to hunt her prey, and the shopkeeper who needs her money quickly is the prey.

No doubt the seller often considers that the bargain is his, but that is as it should be. For the value of a thing is only relative, after all. If my time is worth a thousand dollars an hour, and yours only five cents, one of us would gain largely and the other lose heavily to give that hour to secure a five-dollar bargain. And whoever gives what he does not want to get what he does want, and gets it, has obtained a good bargain for his outlay.—*Unidentified Exchange*.

THE CIRCULATION  
OF  
**The Sun**

in New York  
is double that of the *Herald*, and  
far above the combined  
circulations of the *Herald*, the  
*Times* and the *Tribune*.

**The Sun's**  
CIRCULATION

has now for several months been  
at the highest level it  
has enjoyed in 15 years, or  
since the period  
in which it was the only 2-cent  
newspaper printed in  
New York.

## THE PAST.

A CIVIL REQUEST TURNED DOWN WITH  
REGRET.

In conducting his revision of the American Newspaper Directory for 1898, the editor of that work recently mailed to the *Valley Echo*, at Westfield, Massachusetts, the following description of that paper, which had been cut from the Directory for December, 1897, and asked that errors, if any, should be corrected or pointed out:

**VALLEY ECHO;** Saturdays; independent; eight pages 15x22; subscription \$1; established 1825; Home Newspaper Publishing Co., editors and publishers; print special editions for Huntington and Chester; combined circulation, largest ever accorded was 3,670 in 1892. Actual average during 1892, 2,502.

In answer the following letter was received:

HOME NEWSPAPER PUBLISHING CO.,  
Publishers of  
"THE VALLEY ECHO," Westfield, Mass.  
"THE HUNTINGTON HERALD,"  
Huntington Mass.  
"THE CHESTER CHRONICLE,"  
Chester, Mass.

WESTFIELD, Mass., Dec. 15, 1897.

*A.M. News. Directory, New York City:*

GENTLEMEN—We return corrected sheet from your Directory, indicating one portion we very much wish dropped.

This is the third time we have asked for this correction, but no attention has been paid to it. Inasmuch as we furnished a sworn circulation statement, we must insist on this request being granted. Respectfully,

HOME NEWSPAPER PUB. CO.,  
C. M. Gardner, Pres't.

The matter to be omitted was the words:

Combined circulation, largest ever accorded was 3,670 in 1892.

The letter asking this omission was returned to the writer bearing the following indorsement:

Please explain why you wished it dropped.

Please answer on this sheet.

New York, December 17, 1897.

In reply came the following:

For the same reason that you frequently issue a new Directory—to deal with the present and not the past. What an advertiser wants to know is, not the circulation a paper had in 1892, but what it has to-day. This we tell him in our sworn statement, and in view of having furnished you this we have a perfect right to ask that you omit the portion referred to.

Please accommodate us in this respect without the necessity of further correspondence. Respectfully,

HOME NEWSPAPER PUB. CO.,  
C. M. Gardner, President.

Dec. 20, 1897.

The editor of the Directory says that he was not able to comply with this request, because he does find that users of his book are interested in the past record of a paper, and believe

that it has a value in indicating what its future will be.

There are a great many questions not very dissimilar to this one that come up in connection with the publication of a book like the American Newspaper Directory, and the publishers of the Directory have many times attempted to obtain conferences with newspaper associations and conventions for the purpose of discussing such points with representative men, but efforts in this direction have failed for the curious reason that what a publisher really wants to have done is so widely at variance from what he would wish to go on record as having advocated.

## MIND YOUR OWN BUSINESS.

The way to succeed is to mind your own business, but the man who became wealthy by this method knew better than to narrow his business to the space included within the four walls of his store. The store is only headquarters, the storm center, the focusing point, as it were. The whole world is not too large for a really great merchant. Whatever has a bearing upon your trade, from whatever source it may come, is part of your business, and in order to mind your business properly you must study it in all its bearings. The man who undertakes to learn his business from books will never make a practical merchant, but on the other hand the merchant who refuses to read whatever he finds of interest on the subject can hardly expect to be brilliantly successful. Be diligent in getting new trade, be careful and solicitous of that already established; don't let it get away from you. A plentiful source of fresh supply helps to keep the business up to the top notch, but if you lose more at the bung-hole than you gain at the spigot you will lack enough to pay expenses.—*Dry Goods Economist, New York.*

## ONE WAY TO SELL PICTURES.

The victory won by the Chicago bootblacks in getting the shoe dealers to stop giving free shines, isn't likely to furnish a precedent for New York bootblacks, because the average man in this town values his time too much to waste it in making a trip to a certain shoe store that he may save the price of a shine. The picture dealers in this town, though, think that they have a more serious grievance against the shoe shops than the bootblacks. Several years ago a big shoe shop placed a valuable oil painting in its window to attract attention. The painting had been lent by the artist, and three days later it had been sold. Another picture took its place, and before the window of this shoe shop there was always a little group of spectators. Other shoe dealers saw the advantage of such an exhibition, and the result has been that many of them sell pictures as well as shoes now. Several clothing stores have followed their example, and the artists who are willing to expose their work in this fashion have found that it brings quick sales.—*New York Sun.*

The advertiser's counter is the ladies' stand-by.

# THE NEW YORK TIMES

*"All the news that's fit to print."*

Innovations in Journalism.

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SATURDAY—

Review of Books and Art—  
Eight Pages—

ONE DOLLAR PER YEAR.

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SUNDAY—

Illustrated Weekly Magazine  
on finely calendered book  
paper—

TWO DOLLARS PER YEAR.

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MONDAY—

Weekly Financial Review  
and Quotation Supplement—

ONE DOLLAR PER YEAR.

## MUTILATED MAGAZINES.

*By Jno. S. Grey.*

For a long time it has been the practice of news agents all over the country to tear out from magazines intrusted to them to sell, any pages that bear the announcements of "clubbing terms" or "combination offers" on the part of publishers, in which two or more magazines are offered at a combined rate, which puts each individual magazine at a lower price than the news agent could sell it at.

The news agent is very naturally incensed at such an offer being made, because it takes the bread out of his own mouth, and all things considered, one can hardly blame him. That he does not consider himself at fault in the matter, is shown by the fact that he openly confesses, even boasts of tearing out such leaves, and furthermore goes to the extent of sending the torn out pages to any advertiser whose announcement may be on the back of the obnoxious page.

The fight is really between the publisher who inserts such a combination ad, and the newsdealer who resents it, but neither of them is hurt so much as the unfortunate advertiser whose ad happens to "back up" the objectionable "clubbing offer." Where does he come in? He pays so much for his ad on the claim of so much circulation, but if the particular page upon which his ad appears is not permitted to reach the reader, why should he pay for it at all? It is folly for the publishers to say, "We do not tear out the ad. We print so many complete copies of the magazine and furnish them to the newsdealers. We are not responsible if they mutilate them."

I think the publishers are responsible, and I believe Mr. Lyman D. Morse convinced them of their responsibility some time ago to the extent of getting a most substantial rebate from his clients' advertising bills. The publishers know full well that the practice is almost universal among newsdealers. They know the cause of the mutilation, and it is an easy matter for them to remove the cause by either refusing the combination subscription offer, or by "backing them up" with ads of their own, so that the publishers themselves, and not the advertisers who pay them good money, will be the losers should any mutilation occur.

These offers are directly opposed to the newsdealer's interests, for they act-

ually underbid him in the prices of all the magazines in the combine. I believe it is the newsdealers' mode of procedure to examine the magazines closely as they come in each month; and if they find any combination subscription offer therein, they note the page or pages and tear them out, *one magazine at a time*, so as not to have a number of mutilated copies on their hands which the publisher could refuse to accept "on return," and might compel the mutilator to pay for. One magazine publisher has threatened to print a "notice to buyers" on the front page, asking them to see that the magazine is complete before they buy it, but it is not likely that any ordinary purchaser would make a protest, even if he or she did find a leaf missing from the advertising pages.

It would appear to me, on the face of it, to be a suicidal policy for any publisher to try and antagonize the newsdealer by combining to cut the prices so as to take away the latter's profits. I should rather fancy that a wise publisher would endeavor to keep up the prices and thus hold the newsdealers.

But, if I were an advertiser, I would insist upon my advertisement in a magazine not being backed up by one of these "offers." I would put it in the contract that the ad would not be paid for if backed by such an announcement as would almost insure the page being torn out. Let the publisher print these combination subscription offers if he wishes, but let him also bear the brunt of the consequences by printing on the back of them some announcement of his own. Some of the more astute magazine managers have been shrewd enough to put as a backing to these objectionable ads the announcements of other publications which are either altogether on the "exchange basis" or "part exchange and part cash." It would look much more honest, however, if they would put their own ads there.

## IT'S ADVERTISING, PERHAPS.

"Does literature pay?" he asked. "Sometimes it does," replied the critic, wearily; "and, again, sometimes I am inclined to think that a good deal of the stuff that pays isn't literature—not by a good deal."—*Chicago Post*.

## HOW IT MAY HAVE STARTED.

Advertising Clerk—This will hardly go in three lines. Shorten it up a little or I shall have to charge you for four.

Advertiser—Make the word "Christmas" "Xmas" and count again.—*Chicago Tribune*

# THE SAN FRANCISCO ..CALL..

**JOHN D. SPRECKELS,**  
**PROPRIETOR.**

**W. S. LEAKE,**  
**MANAGER.**

**Best Staff of Correspondents !**  
**Best News Service !**  
**Best Local Equipment !**

# The Great Family Paper. Into the Homes it goes.

**Published every morning in the year.**

**CIRCULATION EXCEEDS  
50,000  
DAILY.**

For sample copies, rates and further information, address

**DAVID ALLEN,**  
**Eastern Representative,**

188 World Bldg.

New York.



*We should be thankful we haven't the grubbing farmer to 1897. "The farmer is no small beast this year."*

By permission of *Judge* we reproduce from its Thanksgiving issue the above illustration.

Advertisers will do well to reflect on the conditions depicted here. While the statement —

The city workman's wages have not risen while the farmer is receiving 100 per cent more for his products

is perhaps somewhat of an exaggeration, it is nevertheless true that this year the farmer is much better off than his city cousin.

The advertiser who wants good returns should

### Advertise where the Money is Most Plentiful

namely, in

ILLINOIS

INDIANA

OHIO

MICHIGAN

SOUTH DAKOTA

WISCONSIN

MINNESOTA

NEBRASKA

IOWA

The people of these States can be best reached through the local weekly papers comprising the

### CHICAGO NEWSPAPER UNION

1,500 papers with a combined circulation of  
over a million copies weekly

are what we have to offer you. Catalogue on application.

CHICAGO NEWSPAPER UNION,

87-93 South Jefferson St., Chicago, Ill. :: 10 Spruce St., New York.

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I am in receipt of the following letter :

CROOKSTON, Minn., October 18, 1897.  
*Mr. Charles F. Jones:*

Inclosed we hand you a copy of our last booklet. What's wrong about it? We had some returns within week after they were sent out, but not enough to benefit us, considering their cost. We sent out four thousand copies, each mailed with a 2-cent stamp. Our total outlay was about \$300.00. Thanking you in advance for a criticism in PRINTERS' INK, we remain,

Yours respectfully,  
FONTAINE & ANGLIM.

On examining this booklet, I find that it has many very good points and many points where it is easy to see why it did not produce business if intended as a mail order catalogue.

To consider the book in detail. It is neatly printed in two colors, red and green. Its size is about  $5 \times 7\frac{1}{2}$ , and it consists of 28 pages and cover. The cover is very attractive indeed. It will catch the eye at once, and cause the persons receiving it to at least look at the inside. The name, "Where and What, for Your Benefit," suggests that the book is going to be interesting. When the book is opened, the first thing that you will see is that it is well printed. The arrangement of two colors is well done, the head-lines and the cuts being in red, the body matter being in green. The type is just the right size for easy reading, and the wording sounds pleasantly. On first looking at the book I was tempted to say that it was one of the best mail order catalogues I had ever come across.

After I had got a little deeper into the book, I found out that its fault is that it is too general. There is no objection to catalogues having some general talk, because they usually go to a class of people who are not as thoroughly familiar with your store as your local patrons, and there are probably a great many things that you want to say to these people to get them better acquainted with the general business of your store. This general matter, however, must not go throughout the book. There should be something

specific to call attention to each item of merchandise; some description in detail upon which the reader can base a judgment as to just the kind of goods she will get if she sent an order.

The book in question is elegantly written, but it is too general. The illustrations are too general. When a person orders goods by mail from a catalogue, she wants to know exactly what she is going to get, both by seeing the picture of the article and by reading a full description. I will quote several paragraphs from this booklet which will explain what I mean. Under the head of velvets, I find these words :

Our lines of silk velvets are all of exceptional quality. We buy them with the greatest care, and are content with a smaller margin of profit than most stores expect on these goods. Prices, \$1.15 and \$1.50.

Under the head of men's trousers, I find these words :

In a sufficient variety of cloths, patterns and prices to satisfy everyone. Men's, 98 cents to \$4.50. Young Men's, 75 cents to \$3.00.

Under the head of good overcoats, I find a general talk occupying nearly two pages, followed by this paragraph:

Everything in overcoats, from Oxfords, at \$4.98, to the warm furs, at \$75.00 each.

Under the head of "A Talk About Shoes," I find a general fancy cut at the top of the page, and a page of general talk, followed by this paragraph :

Ladies' Shoes, from \$1.00 to \$3.50 a pair. Men's, from \$1.50 to \$5.00 a pair. Children's, from 30c. to \$2.00 a pair, etc., etc.

Under the head of clean groceries, crockery and lamps, etc., I find no prices at all.

Now I think that you will very soon see why this booklet is not successful as a mail order catalogue. It is too general. A woman who gets it can't help admiring the book, admiring the illustrations, admiring the reading, admiring the people who sent it out, but it will be really difficult for her to know how to order any goods from it.

The thing that is most needed in a mail order catalogue is just these headings that are in this catalogue, but they must be followed by illustrations of the identical item of merchandise it-

self, and an accurate description and a set price must be given for each article.

For instance, under the head of shoes, instead of quoting the general prices of ladies' shoes, from \$1.00 to \$3.50 per pair, I would show an exact illustration of the ladies' shoe at \$1.00. I would tell what kind of a shoe it was; then I would go on and take up the \$1.25 shoe, and show a picture of it and describe it fully. I would then take up my \$1.50 shoe, show a picture of it, and give a clear description. I would keep on this way through my entire line of ladies' shoes, or as many different lines of my ladies' shoes as I might care to mention. I would much rather only mention one shoe at a given price, show a cut and give a description of it, than to mention a whole page of general talk.

In looking still further into the book, I notice that all that is said of kid gloves and corsets is the following:

Kid gloves, all kinds, all colors, at different prices.

Corsets, all the leading kinds, but particularly the W. C. C.

How in the world would a woman know how to order kid gloves or corsets from this book? It would be better to show a cut of one kid glove, give a description and quote one price. Also with the corsets. Show a cut of one corset, give a description, and a price. Then a woman would know how to order if she wanted corsets.

Taking the book as a whole, I can only say that it is the best looking and reading mail order book I ever saw to be so very poor as an advertising production for the purpose of producing business. A booklet of this kind might answer the purpose for distributing amongst home people who have the privilege of coming to your store to see the goods talked about, but would never answer if sent to people who are expected to order by mail.

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I have a letter from a merchant in a New England city who wishes to have my advice as to whether he shall move the location of his store.

He says he has been in the one location for eight years. That during the first four years of his business he increased his sales about fifteen to eighteen per cent each year. During the last four years, however, he has been unable to increase them at all, but they have been about stationary

year after year. He is in the grocery business, and caters to the larger extent of local trade.

Now, in regard to moving. I would consider this merchant's case a difficult problem without knowing more about the circumstances. However, I would not be discouraged with the fact that my business had not grown as rapidly within the past four years as it had in the four years previous. The condition of the country and the hard times may have had something to do with this, particularly as his store is a local one, depending upon local trade; the probability is that there has been no new additions to the neighborhood, the population and wants of the territory which he supplies has been at a standstill and, consequently, there has been no opportunity for him to gain additional trade. Now that the times have a prospect of being better, it may be that next year his business will resume its natural percentage of growth.

I would look at the moving question not from the idea that I was discouraged with my present location, but with the idea of whether or not I could find a better location in which there was more assurance of growth. Depending upon local trade, it's only natural to suppose that in making a move, the trade already worked up would be lost, unless the merchant moves such a short distance that he could still hold his present trade, and probably gain new trade.

My advice to this merchant would be to stay where he is and try it for another year, and see if the improvement of times did not improve business, unless he is absolutely certain that in his contemplated move he would be able to hold his own trade, as well as gain new trade.

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Sometime since, I received several inquiries from persons asking me why I did not show in this department a series of ready-made advertisements which can be used by retail dealers. I have delayed answering these inquiries until now it is practically unnecessary for me to do so, other than to call attention to the fact that there is now a department in PRINTERS' INK conducted by Mr. Wolstan Dixey which is devoted almost exclusively to ready-made advertisements. I have now another inquiry from a merchant in Kansas in which he refers to the ready-made advertisements in PRINTERS' INK,

but states that he can't find enough material there to answer his purpose, and wants to know what I would advise him to do in order to get a supply of practical ready-made expressions that he can weave into his own advertising.

The chief difficulty that I see in ready-made advertisements is the fact that it sometimes happens that two merchants in the same town select the same ready-made advertisement for use. This does not often happen, it's true, but it keeps many who would be otherwise glad to use the matter from doing so.

If I was a storekeeper and wished to pattern my advertising after some other dealer, or wished to see the best advertising that is done by other dealers in order to get ideas for my own announcements, I think I would subscribe for two or three daily papers in the large cities where the better advertising is supposed to be done.

For instance, I would subscribe for one of the Philadelphia daily papers in order to get the advertising done by John Wanamaker and others. I would subscribe for one of the Chicago Sunday papers in order to get the advertising done by the large department stores in Chicago. I would subscribe for one of the Detroit papers and possibly for one of the Washington papers, in order to see the small advertisements used by many of the dealers in these cities.

It would cost you probably ten or fifteen dollars a year to get a number of papers in which the best advertising in the United States is being done. No matter what line of business you may be in, I believe that from the papers I have mentioned you could select half a dozen or a dozen advertisements a week and could alter them to fit your business and answer the purpose better than any of the ready-made advertisements which you might see in any advertising publication. Of course, in this case, you must still run the risk of having some competitor use the same advertisement as yourself, but the risk is not near as great as where you select your advertisement from the ready-made columns of an advertising publication.

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Mr. W. T. McLean, former *Tipton Advocate*, Tipton, Ind., sends me three sample advertisements and wants to know what I think of them. They are advertisements

which were clipped from newspapers, and measure about  $5\frac{1}{2} \times 6\frac{1}{2}$  inches in size. They are all well displayed. Of the three I like the clothing advertisement the best because it quotes prices, and I believe that prices are usually necessary to a retail advertisement. I think that there is a waste of space in Messrs. Brown Bros.' advertisement by the repetition of the name top and bottom. The very strong border around it is sufficient to show that the entire space is occupied by one advertisement, and therefore one mention of the name is quite sufficient.

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I have never known a year when novelties in the way of advertising matter seemed to be so generally used as they are at the present time. I am almost daily in receipt of new things in the way of printed matter, which retailers are sending out to their customers. Some of these novelties are very attractive, and are, I believe, really good advertising. Others where an attempt is made to be funny, it seems to me, would fall flat. It is impossible for me to mention half of these novelties, but for the benefit of the readers of PRINTERS' INK I will mention a few from time to time.

\* \* \*

I was recently called upon to criticize the store and business of a certain clothing merchant. One of the first things that struck me on approaching the store was the magnificent opportunities which it had for show window display. The store is located on the corner and has large show windows on both streets. The merchant asked me what I thought of his show windows and his show cards in the show windows. I replied that "both are elegant, the windows beautiful, and the show cards are very neat and well worded, but where are the goods?"

The windows were so full of price tickets and the cards were so large in size, that the goods which the windows were intended to show seemed to be entirely obscure. In passing the window all one was impressed with was the immense number and size of the cards. The window was a better advertisement for the show card writer than it was for the clothing merchant. Window tickets are good things, but like everything else, there is a way of getting too much of this good thing.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

I hope that Mr. Charles F. Miller, of Lancaster, Pa., has a lot of money along with his nerve. If he succeeds, or has succeeded in putting Dr. Raub's Egg White Soap on a profitable basis, it is because of superior business management and in spite of the bad advertising he has been doing.

The worst thing about his advertising is that it seems that whoever concocts it works hard at it. It looks as if a good deal of pains were spent on it. Therefore, there is apparently not much hope for improvement.

One of the worst features in nearly all of these ads is that the matter in them is so arranged that it cuts the space into two or three sections, giving the impression of two or three small advertisements rather than one large one.

On the inside front cover of the *Cosmopolitan* for January is a half-page ad consisting of about an inch of type matter across the page, then a two-inch half-tone clear across the page, then another inch of type matter.

The picture is rather attractive, but it serves simply to cut the ad into pieces. One doesn't get the effect of a full half-page advertisement, but looks at the picture first, then at the matter below it and probably misses the top inch entirely.

The ad should have been arranged with the picture at the top, and with a good, strong border around the picture and the type matter to hold all of them together in one piece. Then all of the ad would have been read and the effect of the picture would have been enhanced.

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The *Woman's World* has a new scheme to attract subscribers.

It's a pretty good scheme. It seems to be comparatively free from the suggestion of insincerity that pervaded the recent missing letter advertisements of this same paper.

However, it is still the same old mail order idea. "Mail order" in advertising frequently means "fake." Of

course, nobody believes that "the furniture \* \* \* \* looks exactly like real furniture and correctly represents the handsome and expensive furniture of the present day."

### A SEASON'S PLEASURE FOR YOUNG AND OLD.

Satisfaction guaranteed. Twenty-five pieces of Doll's Furniture Free to You. Read this offer. The children can get a season's pleasure free, and you can get three months' choice reading for 30 cents. There are days and weeks of amusement and instruction for the children in a set of our Toy Furniture. The task of cutting out the pieces and putting them together furnishes healthful employment for the hands and brain, and gives a larger measure of solid enjoyment to the little ones than can be derived in almost any other way. Remember your own childhood—you used to enjoy such things. Here's your opportunity to surprise and delight your own or somebody else's children. Bear in mind you shall have this entire set of Toy Furniture, 25 pieces, postage paid, absolutely free.

The furniture consists of a Parlor Set of Upright Piano, with Stool, Centre Table, Sofa, three Easy Chairs, Small Table, Foot Rest, Folding Screen, Easel and Picture, Dining Room Set of Dining Table, four Dining Chairs and Side Board. A Chamber Set of Bedstead, Dressing Case, with Mirror, Wash Stand, Towel Rack, Foot Stool, and three Chairs—in all 25 different pieces. The furniture is printed on heavy cardboard, in a rich mahogany color, and when cut out, and set up, looks exactly like real furniture, and correctly represents the handsome and expensive furniture of the present day.

It is so plainly marked that the children can cut it out without assistance, and it furnishes happiness and "something to do" for a long time.

**How to Get Them Free.**—In order to introduce our famous monthly household magazine, *Woman's World*, we will send the entire set of Toy furniture free and postpaid if you will send us only 30 cents in stamps (U. S. or Canadian), to pay for three months' trial subscription to *Woman's World*. It is a large, elegant magazine, handsomely printed, well edited, contains 30 to 50 pages, illuminated covers, and is a prize for any household. If you have already subscribed mention this and we will have the new subscription start when present one expires, or you may have *Woman's World* sent to a friend. This offer is good at any time during 1898. Give your name and full address clearly, inclose 30 cents in stamps and if you are not well pleased, money will be promptly refunded. Address, *Woman's World* Company, No. 5 *Woman's World* Building, 22-24 North William Street, New York, N. Y.

Nobody believes that, and certainly the pictures that form the border of this ad do not "correctly represent the handsome and expensive furniture of the present day."

I don't suppose that a lie like that

really hurts anybody because it is not believed, and if it amuses the advertiser and the reader there is so much gained.

The effect of the glowing words of the advertisement is to create the impression in the reader's mind that he is going to get something perfectly phenomenal for his twenty-five cents.

He doesn't really believe that, and if you were to ask him what he was going to get he would probably say: "Oh! Some worthless paper thing!" but at the same time, in a vague sort of a way, he expects more.

In a New York Sunday paper a jeweler advertised a diamond and sapphire ring for \$250 and said that it originally cost \$900. Of course that was a lie, or else somebody was bungoed in the original purchase. Diamonds and sapphires that were ever worth \$900 need never be sold for \$250. At the same time, that advertisement rather attracted me. I found myself wondering if such a thing were really possible. I wouldn't be a bit surprised if the ad sold the ring.

This *Woman's World* ad will probably bring replies. It won't bring so many replies as the missing letter ads because it doesn't sound so gorgeous. It will probably produce more replies than a straightforward advertisement of the *Woman's World* on its merits as a magazine.

What is the moral?

Are we to believe that the more extravagant and unreasonable an advertisement sounds, the more vague it is, the better results it will bring?

Not a bit of it.

This may be true where the amount of money involved is very small and where the majority of the people really answer the advertisement to satisfy their curiosity. They don't believe that they are going to get much of anything, but they want to see. They are willing to pay ten or twenty-five cents as a sort of gamble for the amusement there is in it.

I don't believe that these advertisements really deceive any one. I doubt if they are really meant to deceive any one. Those who publish them have simply found out that advertisements of this certain character will attract responses. They have found out that the word "FREE" is a great word to conjure with, and in most all this sort of ads you will find it set in several

prominent places in about the largest type it is possible to use.

Advertising of this sort is not to be compared with legitimate advertising of a mercantile enterprise. It belongs in a class by itself along with the business that it represents.

I don't pretend to say that all the businesses that are advertised in this way are necessarily fakes. I don't think they are.

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I find on looking over the *Woman's World* that it is a very creditable publication, of a rather lower order of literary merit than that of the *Ladies' Home Journal*, perhaps not quite so good as the *Ladies' World* or the *Woman's Home Companion*, but coming pretty closely into the class of these latter papers.

It is pretty safe to say that even though the trial subscriptions are obtained by a species of misrepresentation that the paper coming regularly into a house would win for itself many friends. If these trial subscribers are properly followed up with circular matter or letters, it is tolerably certain that a reasonable percentage of them will become permanent subscribers, and that the circulation of the paper will therefore become valuable to advertisers.

The advertiser of a mercantile or a manufacturing business must not be deluded by the undoubted success of this mail order advertising into using similar methods.

People don't buy from him to amuse themselves.

They buy the necessities or luxuries of life because they want them and want to use them.

They buy the things and not the amusement.

There is, to be sure, a certain amount of pleasure to be derived in buying anything. The expenditure of money is quite a fascinating pastime, but it is too expensive for most of us to engage in indiscriminately. We demand that we get a certain *quid pro quo*, aside from the coincident entertainment.

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There is another point that is brought up by this *Woman's World* success. It is this: What reasonable excuse is there for the existence of this paper aside from the publisher's natural and laudable desire to get rich?

The general advertiser certainly does not need another paper, and yet when the other paper comes he will feel that he has to go into it.

General advertisers are pretty liberally represented in the *Woman's World*. I find in the November number that the *Christian Herald* occupies a full page. I discover also the announcement that "Sapolio, like good temper, sheds a brightness everywhere." The *Youth's Companion* occupies the lion's share of one page. Scott's *Emulsion* is represented with eight inches double column. Cottolene has four inches double. Lowney's Chocolate Bon Bons are poorly advertised in four inches double. The Wing Piano has a quarter of a page. Columbia Bicycles have four inches. Japanese Tea has ten inches. The woman who appears in the ads of the Vici Leather Dressing has put her ugly foot into the paper for four inches.

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The following letter is printed for the information it contains:

**"DOVER INDEX,"**

Hummel & Tillyer, Proprietors.  
The great \$1 eight-page local newspaper; circulation over 4,000 per week.

Artistic mercantile and book printing.  
DOVER, N. J., Nov. 27, 1897.

Charles Austin Bates, Esq., to Spruce St., New York:

We have been reading your criticisms of advertisements, catalogues, etc., and have been much impressed by your very candid remarks, and have also learned some things that have been valuable to us as an advertising medium. Under separate cover we send you sample copy of our paper of the 26th inst., which we invite your attention to as a \$1 local paper.

Our circulation, as you will see by the marked item, is over 4,000 per week, and we also inclose you an affidavit of our circulation rating for 1896.

The *Index* was established by the present owners, and we have put nearly all our money and all our labor in the *Index* and made it a great local paper. It has cost us a great deal of money to get to this standard, and it costs a great deal of money to keep it where it is, as you know as well as we do that there is no money in a \$1 newspaper, and especially one like the *Index*, which is mostly set up in nonpareil type.

We make these few remarks, not with any intention of advertising ourselves, but only as a mere fact which has occurred in our business.

If you have the time we would be glad to have you look over our paper and let us know if a local paper has ever come under your observation containing as much local matter as the *Index* does this week, and which is but a duplicate of what it contains 52 weeks in the year.

There are but few weekly papers published that have a bona fide circulation of 4,000

copies, but the *Index* has been able to show that this is its standing for several years past. The *Index*, while it is a Democratic paper, always holds to the main idea that it is a newspaper and always gives news matter the preference.

We are practical printers and recognize that there are some defects in our publication, and these we are trying to remedy as fast as possible. We have had a stereotyping apparatus in our office for several years past, carrying it on ourselves. We are naturally not as expert as regular stereotypers, but our Mr. Tillyer has been making some improvements in the past few months and we shall soon be able to have all our advertisements set in good style as well as in a neat manner, though perhaps not so artistically as the German text, which seems to be the rage with some papers; we like good plain type and think it pleases the advertiser much better.

We are very truly yours,  
HUMMEL & TILLYER.  
F. F. H.

I don't especially like the appearance and make-up of the *Dover Index*. It is too solidly set and doesn't look interesting. I should certainly not set a local weekly paper in any type smaller than minion, and my preference would be for brevier. Solid nonpareil is pretty hard to read in the ordinary columns and printed on the paper of the ordinary newspaper.

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The circulation of the *Woman's World* has been obtained by advertising in newspapers and magazines in which appear the same advertisements that now occupy space in its columns. To be sure, it may not do any harm to duplicate the circulation, but it certainly will not do a sufficient amount of good to pay the cost.

Most all the advertisers of to-day find no difficulty at all in spending all their appropriation in the papers now in existence—in one-half of the papers now in existence—in one-tenth or one-hundredth of the papers now in existence.

If all the general newspaper advertising done in this country were confined to 1,000 papers, advertising as a general proposition would be more profitable than it now is.

There are thousands and thousands of local papers that are first rate for local advertising, but that might very profitably be left entirely out of the general advertiser's consideration. All but half a dozen general advertisers will find that when their list exceeds 1,000 papers the buying of economical space ceases, and that every paper they go into beyond the thousand costs more than it brings back.

# ...A GREAT NATIONAL NEWSPAPER...

PROF. HARRY THURSTON PECK of Columbia College, in the *Cosmopolitan* for December, in an able article on "A Great National Newspaper," says:

"And it is not merely in the editorial pages that injustice and misrepresentation abound; even the political news reports are tintured with a partisanship that destroys their value as news, and that does more than any other thing to discredit the claim of our journalists to be taken seriously."

*This charge can not be made against the*



*Its news columns are absolutely fair and impartial.*

PROF. PECK, speaking of the ideal newspaper, says:

"It will be a journal whose pages shall be neither dull on the one hand nor vulgar on the other. It will be courteous to its opponents, setting forth their arguments strongly and fairly, and answering them rationally, crisply and convincingly. If it makes mistakes, it will correct them gladly, and thus win the confidence of even the men who reject its views. It will have a light touch for lighter themes, but with the fire of earnest conviction glowing through it all; with an American sense of humor and an equally American sense of decency and propriety and fair play; and it will in the end possess an influence that will surpass the influence of presidents and cabinets, in that it will appeal to right reason and truth and elemental justice."

The **BROOKLYN DAILY EAGLE**

**...AIMS TO BE SUCH A PAPER...**

## ABOUT TRADE MARKS.

From the Rocky Mountain *Druggist*, of Denver, Colo., for October, the following matter is reprinted for what it may be worth. The ad of Pitcher's Castoria, here reproduced, is a reproduction of a full-page advertisement

the firm referred to placed it on the market under its commonly accepted title, namely, "Pitcher's Castoria." For this they were enjoined by the Centaur Company, but the court refused to make the injunction permanent, on the ground that the patent having expired for "Pitcher's Castoria," the public may manufacture and deal in it under that name. A very interesting article, explaining their position, was published by Heinsfurter

# PITCHER'S CASTORIA

**\$2.00 Per Dozen.**

### A FEW FACTS.

A living profit for the druggist as well as the manufacturer helps both.

Pitcher's Castoria, 50 to 110 per cent.  
Fletcher's Castoria, N.I.T.

A larger quantity and better goods helps the consumer.

Pitcher's Castoria, 3 ounces.  
Fletcher's Castoria, 2 ounces.

Druggists cannot compete with Department stores who sell drugs for advertising purposes only.

Pitcher's Castoria is sold for 19 cents by Department Stores.  
Pitcher's Castoria is sold only by druggists.

The manufacturer who caters to Department stores has no claims on the druggist.

Pitcher's Castoria; best discounts to Department stores.  
Pitcher's Castoria; they can't get it.

Pitcher's Castoria is what your customers all ask for.

When they say Pitcher's they do not mean Fletcher's.

## CASTORIA COMPANY

FARGO, NORTH DAKOTA.

BRIDAHAM, QUEREAU & CO., WESTERN AGENTS

1520-1522 Blake Street.

DENVER, COLORADO.

Phone 1335.

from the same periodical. It is not without interest to those who spend money to add value to a trade mark.  
**ATTEMPTS OF PATENT OWNERS TO IMMORTALIZE TRADEMARKS.**

One of the cases in which your committee supplied information was that of the Centaur Company vs. Heinsfurter & Daggett. The patent having expired for Pitcher's Castoria,

& Daggett in the *New Idea*, Volume IX, No. 2, page 659.

Your committee desires to call attention to a recent decision of the United States Supreme Court bearing on the question of the use of names as trade marks, which of necessity have become the proper appellations of well-known articles of commerce. (163 U. S. Supreme Court Reports.) The case alluded to is that in which the United States Supreme

Court decided that as the patent has expired for that special kind of a sewing machine known by the name of "Singer," the public has a right to manufacture the Singer sewing machine and deal in it under that name, so long as proper care is taken not to deceive the public in regard to the source of manufacture. While all have the right to make the Singer sewing machine, no one has the right to mislead the public in relation to who manufactures the machine. No one has the right to say the Singer sewing machine manufactured by the Singer Manufacturing Company except the Singer Manufacturing Company. No one has the right to say Pitcher's Castoria manufactured by the Centaur Company except the Centaur Company.

In this connection we beg to quote from Browne on Trade Marks, section 240: "It requires nice discrimination to determine what falls within the category of fancy names. When a new preparation or compound is offered for sale, a distinctive and specific name must necessarily be given to it; and that name, no matter when or by whom imposed, becomes by use its proper appellation, and passes as such into our common language. Hence, all who have an equal right to make and sell the article, have an equal right to designate and sell it by its proper name, the name by which alone it is distinguished and known, provided each person is careful to sell the article as prepared or made by himself, and not by another. When this caution is used, there is no deception of which a rival manufacturer, not even he by whom the distinctive name was first invented or adopted, can justly complain. So far from there being any imposition upon the public thereby, it is the use of the distinctive name that gives to purchasers the very information which they are entitled to have. In short, an exclusive right to use on a label the appropriate name of a manufactured article exists only in him who has an exclusive property in the article itself."

#### THE NAME OF A "PATENT" CAN NOT BE A TRADE MARK AFTER EXPIRATION OF PATENT.

Another ground which would throw out a great many of the so-called trade marks is that of fraud. It is well known that fraud vitiates every contract in law. Those who wish to defend their trade marks must come into court with clean hands. If a person should mix together several well-known drugs and give the mixture a coined name, and register the same as a trade mark, he could not protect his alleged trade mark in the courts if he were guilty of fraud. If, for example, he should call his aggregation a new coal tar synthetic, when it was not, he would be guilty of fraud. Furthermore, he would be between the horns of a dilemma, for every new thing must have a name belonging to it, as its descriptive title, so that without patenting the article the person would have no right to restrain either the article itself or its name from common use. On the other hand, if the name was deceptive, it could not be defended as a trade mark. Again, "once a trade mark always a trade mark." In other words, such names as "Singer Sewing Machine," "Pitcher's Castoria," the "telephone," the "phonograph," etc., if accepted as trade marks in the beginning and used as such, must remain trade marks after the patents for the articles commonly known by these names expire, and so their monopoly would be retained more or less indefinitely just to the extent that the public was unable to ascertain how to make them. The courts have therefore

wisely decided that such names, being the only recognizable titles for these articles, are not trade marks.

#### THE COMMON NAME OF AN ARTICLE CAN NOT BE A TRADE MARK.

The object of the trade mark law is to protect the public from fraudulent substitution of one brand of goods for another brand of the same article. This is accomplished in the iron trade by branding some peculiar mark on iron from one firm to distinguish it from the iron of another firm. That mark may be a peculiar design, or a coined word. But the proper name of the article can not be employed as a trade mark. The word iron is common property and a part of the common language. Trade marks may be employed in medicine to distinguish between various brands of the same medicine; but it is entirely unnecessary to do so, as the label, in each instance, serves the same purpose. A medicine is recognized by its name, just as iron is recognized; and every medicine must have a name by which it may be recognizable. The name of a medicine, or of a medical compound, is just as much common property, and part of the language, as the name iron. Every new thing born into the world must have a name given it under which it may be manufactured and dealt in; and that name belongs to the article itself, and not to the person naming the article. When an article is withheld from general use for a limited time by a patent, its name is restricted for the time being. But it is only restricted, not withheld from use entirely, for the public has the right to use it in describing the article, the trade has a right to use it in ordering the article from the manufacturer, and lexicographers and literateurs have a right to employ it as describing the article in their writings. Therefore the name, being the title which the public has a right to use in referring to the article, is necessarily descriptive, and can not be a trade mark. It makes no difference whether it is a coined name, arbitrarily chosen or not, if it is used to distinguish the article from other articles, it is the name of the article which it describes. A trade mark must be employed to distinguish between different brands of the same article. A word which distinguishes one kind of a thing from another is not a trade mark. That is sound law and sound common sense.

It is admitted that a coined name may be used as a trade mark to distinguish one brand of a medicine, or medicinal compound, from another.

The word "tsi" may be used by Powers & Weightman to distinguish between the quinine made by that firm and the quinine made by some other firm, provided it accompanies the descriptive word "quinine" on the label. The word "tsi" used in connection with quinine in this way would not mean quinine, but it would mean Powers & Weightman, and, being a trade mark, could be used by that firm as a commercial signature on other goods of its manufacture as well as quinine. The word could also be employed by other firms to serve as a lion branded on iron by a manufacturer of iron can not prevent the manufacturer of tin from branding a lion on tin; neither can the word "vaseline" be so restrained from general use by the manufacturers of petroleum jelly that it can not be branded on tooth brushes or cough candy by the manufacturers of those commodities.

But what your committee objects to is the employment of so-called trade mark names to distinguish between kinds rather than

## PRINTERS' INK.

different brands of the same things. Furthermore, as the label of each brand of medicine is sufficient to distinguish it from other brands of the same article, and both manufacturers and the public are sufficiently protected under the statutes from fraud, your committee respectfully suggests whether it would not be far better to adopt the names now claimed as trade marks when applied to medicines not furnished with proper designations as titles for the same, or give them titles compatible with scientific nomenclature, and adopt the so-called trade mark names as synonyms. If the trade could be forced to limit its use of coined and fanciful names to their legitimate employment as trade marks, there might be no reason to complain; but manufacturers are forcing the public and the profession to use their trade mark names as proper titles by not giving their preparations other names which may be free to the use of all, and thus creating very unfair and lasting monopolies in the manufacture and sale of medicines, which, not being patented, are free for all to manufacture and sell. Take the word "vaseline" as an example. It is claimed as a trade mark on petroleum jelly, but the manufacturers have been very strenuous in their efforts to have "vaseline" employed as a title for petroleum jelly in place of the proper title, which they have purposely kept back as far as they have considered it safe to do so, and still lay claim to the exclusive use of the word "vaseline" as a trade mark. They have been so successful in this that among the thousands who prescribe or employ the article, there are few who would recognize it if it were referred to in conversation as petroleum jelly. The word "vaseline" has gone into the common language as a title for a well known commodity on account of the immense amount of money spent by the manufacturers in the education of the profession and the public to use it, not as a trade mark, but as a descriptive title. The object of the manufacturers has been, not to employ the word "vaseline" for the purpose of distinguishing their brand of petroleum jelly from other brands of the same article, but to obtain a monopoly in petroleum jelly itself by educating the people to call it "vaseline." Under the title "vaseline" it has been incorporated in our medical literature, so that text-books, formularies and medical journals are advertising the monopolized product extensively, and that, too, without any share in the profits of the manufacturer. They have turned every man, woman and child who employs it into a gratuitous advertiser of their product. We believe in protecting every manufacturer in the right to the exclusive use of his own brand mark in distinguishing his goods, but we do not believe in the granting of monopolies in articles of commerce to individuals or concerns, with the exception of the limited monopolies granted to inventors as a reward to them for the publication of full knowledge of their discoveries, whereby those skilled in the art may freely practice them when the patents expire.

**HEARTFELT AND SPONTANEOUS.**

Medicine Proprietor—Well, did you get a testimonial from Reverend Shadrach Snug?

Hustler—Yes, and I've been chasing him up for six weeks.

Med. Prop.—All right; just say in the ad that this heartfelt and spontaneous tribute is picked at random from the thousands of grateful letters that we get with every mail.—*National Advertiser.*

**THE VALUE OF THEORY.**

It is a fact among a majority of the business men of these times to speak of "theory" in a disparaging manner. Theory they consider as a factor of no practical value in business affairs, energy alone being capable of bringing individual success to them. If they were to wait, Micawber-like, upon theory to turn something up for them, they say they would inevitably be drawn into the undertow.

In a sense they are right. It does not pay to be too much of a theorist in matters commercial. A man may be a hard student and become so absorbed in theorems and the poetical side of life generally as to render himself totally unfit for the practical everyday work of earning a living.

It is generally admitted, however, that a man must, if he would gauge the possibilities of his own business wisely and with forethought, apply himself occasionally to a study of its theoretical side, reading the newspapers and the trade journals for this purpose, and it matters little in this connection whether he be a wholesaler or a retailer, he will, as a result, learn something from the published experience of others, which he may wisely turn to his own account. Men do succeed who never apply themselves to study to the degree indicated, but their number furnishes only isolated instances which participate of the nature of exceptions teaching the reverse to be the general rule.—*Shoe and Leather Facts.*

**BOSTON'S GALA WEEK.**

Boston recently had a "gala shopping week," the object of which was to bring people from surrounding cities to do their shopping at the Hub. From an extended account in the *Globe* the following is extracted:

"The report of the committee says: 'On October 27 a number of Boston merchants organized under the name of the Boston Retail Merchants' Association. The object of the association was to promote a special occasion, or "shopping week," to be called "gala shopping week." An executive committee was appointed to further this project, and given full powers to go ahead. President Tuttle, of the Boston & Maine Railroad, had already promised his co-operation, placing the great system of railroads which are under his management in the front rank to benefit Boston. From 405 stations on this great system low fares were made. From many stations long distances away only one-half of the regular fare was asked, daily bringing thousands, attracted by the business interests, and the great advertisements of retail merchants. The Fitchburg Railroad followed in a spirit of good-will.'

**TOWN ADVERTISING.**

A curious experiment in advertising has been undertaken by twelve merchants of Red Bank, N. J. Space in the shape of 12 inches across four columns has been contracted for in weekly papers in the vicinity of Red Bank, to run one year. The matter consists of a description of one of Red Bank's attractive features, which occupies three inches across the top of the ad, followed by the business cards of the twelve Red Bank merchants to whose public spirit and faith in advertising the inauguration of this novel scheme is due. The money necessary for the project—over \$1,000—was contributed by these merchants more with the hope of benefiting the town itself than of personal gain.

# THE MAIL

AND

# EXPRESS

CARRIES

## More Paid Advertising

Than any Evening Paper in New York

You know why,  
of course;  
it brings results.  
No driftwood.

Every reader is a purchaser.

203 BROADWAY, NEW YORK.

## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.  
[I do not write all of these ready-made ads. They are taken wherever found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. The matter suggested here for newspaper ads can often just as well be used on handbills or circulars.—W. D.]

### "MANNERS."

"Manners" is always an interesting subject to everybody, even to those who haven't any to speak of, and almost every business could use at least one good ad, with a beginning on that subject which would be quite pertinent to the business. Here are some "Don't" ads illustrating the idea:

*For a Hat Store.*

### Hat Etiquette.

Don't wear a silk hat with a sack coat.  
Don't wear a Derby with a frock coat.  
Don't wear your hat on one side or on the back of your head or pushed down over your eyes.

Don't fail to lift it to a lady on showing her a courtesy or to an acquaintance in passing. Even if it's a man, don't be afraid to lift your hat to him. This is a bit of old-time courtesy that obtains to this day among gentlemen, and makes life more gracious.

Don't wear an ill-fitting or unbecoming hat. We make it our business to provide hats that fit the head neatly and are becoming to the individual wearers. This is just as true with our \$2 Derby as with the finest silk hat in the store. This Derby is hand-shaped, and will always look well as long as it lasts. We have higher priced hats, but none that is better value for the money.

*For a Shoe Store.*

### SHOE MANNERS.

Don't wear patent leathers at the sea shore nor tan shoes in a ball room.

Don't let the mud and dust accumulate on your shoes; keep them as carefully brushed as your clothing, but—

Don't do it in public, mounted on a high chair or on the corners of streets that you may be seen of men; but go thou quietly into some hotel, barber shop or bar and have it done on the side.

Don't wear the extremest fashion in shoes unless you want to. We can show you the very latest thing in bulldog toes. We also have these slightly modified in all the favorite shapes. Shoes you get of us are always guaranteed to be just what we say, and wear will prove it or we make it good. There is no need of paying a big price for shoes either. We have:

(Styles and Prices.)

### Cutlery.

### Table Manners.

Never put your knife in your mouth. A knife was made to cut with. It is like using a chisel for a screw-driver or a scythe for a spade.

Don't put your own knife in the common butter.

Don't put the whole soup spoon in your mouth. They say you should take soup from the side of the spoon, never from the end; but if you have a mustache you'll have to sometimes.

Don't, at a swell dinner, cut your meat with a fish knife or put the meat knife in the butter.

We have a very complete assortment of knives, forks, spoons and table cutlery of all kinds, etc.

(Prices.)

### Groceries and Provisions.

### Dinner Etiquette.

Don't be late to dinner.

Don't be impatient if some one else is late. Don't eat too fast—dinner isn't an eating race.

Don't take enormous mouthfuls.

Don't talk with your mouth full. You can't, don't try.

Don't fail to talk between mouthfuls. Say something pleasant; it helps digestion.

Don't load a guest's plate and compel him to stuff himself; but never leave him to ask for a thing.

Don't fail to eat the best you can afford; yet if you can be economical in your purchases, don't let the chance slip by. Here it is at our store.

(Goods and prices.)

### Clothing.

### The Etiquette of Clothes

Don't wear evening dress before the lamps are lighted.

Don't wear a light-colored or bob-tailed overcoat with evening dress.

Don't wear any overcoat with a frock coat. Freeze to death, if necessary.

Don't wear a frock coat with a Derby hat; or a cut-away with a silk hat.

Don't wear a business suit to a dinner or the theater.

Don't wear a frock coat to business.

Don't wear ill-fitting clothes at any time.

Don't wear cheap-looking clothes, but don't pay too much for them.

We can sell you a well-fitting, well-looking, well-wearing busi-

ness suit in cheviot, tweed, whipcord or —

for \$— or, a fine frock coat and waistcoat of vicuna, the latest fashionable material,

silk-faced, for \$—.

*For a Furnishing Store.***Don't Wear**

A white satin tie with evening dress,  
Or, a single-stud shirt front,  
Or, an embroidered shirt front anywhere  
except in the bosom of your family.  
Don't wear detachable collars or cuffs or  
"made" ties, the purists say. You may  
if you want to, but it needn't be known.  
Don't wear old-style or unbecoming col-  
lars or ties. We have the very latest in  
choice furnishing goods, and a particu-  
larly attractive assortment of neckwear  
in four-in-hands, tecks, ascots, etc., all  
rich and striking but not too flashy.

(Goods and Prices.)

*For a Shoe Dealer—(By E. T. Hiscox).***A Pension for Two Corns.**

One applicant for a pension  
based his claim on the fact that  
he had two corns. He got the  
pension. If he had worn the  
"PRINCETON" SHOE, he  
Would have  
missed his pension,  
been an honest man  
and WELL SHOD.

**To Mothers of Sense.**

Our doubly saving prices can not be  
proven and appreciated unless you—  
mothers of sense—examine the garments,  
their worth and their economy. Just  
now, the wisest parents may be found in  
our stores. Pray join them. A few  
hints of what awaits you.

(Goods and Prices.)

*Dry Goods.***A Well Dressed Woman.**

An irreverent wit once remarked that  
there was more satisfaction in being  
well dressed than there was in religion. We don't subscribe to any  
such proposition, but we realize that  
being well dressed is an immense  
satisfaction. Many a woman appears  
better dressed than her neighbors  
although she spends far less money  
at it, because she has good taste.  
There is a great saving in a store like  
ours, where there is a wide choice  
and an almost unlimited opportunity  
for tasteful selection at moderate  
prices.

(Goods and Prices.)

*Groceries.***Do You Eat?**

You will keep right on eating just the  
same after the holidays are over.  
Perhaps not so much, but still you  
want the best, and at reasonable  
prices. How does this strike you for  
this week?

Best creamy butter— .00 cts.

The freshest of new-laid

eggs— .00 cts.

(A selection of goods and prices.)

**MUTUAL GRATITUDE.**

A good bargain is good for both sides. We believe that almost every customer at our store feels a sense of thorough satisfaction, which almost amounts to gratitude, for the good dollar's worth of quality and style that goes with every article we sell. As for ourselves, we feel especially grateful to the early comers, who give us time to wait on them with the utmost care and attention before the crowd comes. There is certainly something in the nature of a "rush" about the numbers of people who are attracted by our leading features this week.

(Goods and Prices.)

*Clothing.***If You're Afraid**

To test the excellence of our ready-to-wear clothes with a suit, because there are three garments which must fit—then buy an overcoat bearing our label. Only one garment to fit and but one "try-on," after you've determined on the style, color and kind of cloth, and you can wear it the moment you want it.

*Clothing.***Overcoat Art**

has reached its highest expression here. Skilled designers, experienced tailors and elegant fabrics combine to give you the best overcoats and top coats we know of. Covert cloth, top coats, in light shades as well as medium grays, browns and black, \$7.50 to \$80.

Meltons, montagnacs, beavers, or chinchillas. As low as \$7.50; as high as \$30. Any size or shape of man "glove" fitted.

**Bohemian  
Flower  
Vases**

are always suitable for holding cut flowers—they are ornamental themselves. They used to be expensive luxuries—now they're inexpensive, everyday purchases.

**16c., 20c., 25c., up to \$1.00.**

P. H. VOSE &amp; CO.,

59 MAIN STREET,

"Walk in and look around."

*Tailoring.***Some**

exclusive set-in-their-way old-time tailors would rather give you credit than a sample of their cloth. This store's not that way. You can be as free as birds here, fly in and pick things over, get samples from anything, fly away again, leave an order or don't. You'll always be welcome. You wouldn't believe that we'll make you suits for \$40 or \$45 or \$50 as good, or better, as others charge \$30 or \$40 or \$50. Come in and see the goods, and get samples to compare and see if we don't. Our prices are always popular and lower.

## A DEVELOPMENT IN CLOTHING ADVERTISING.

In years gone by the manufacturer of clothing sold his wares to the retailer, and allowed the latter to discover the best way to dispose of them to the buying public. Most of these retailers

chase very frequently. To-day this condition of affairs is to a great extent changed. Quite a number of makers and wholesalers of clothing have perceived the necessity of helping the retailer in his advertising by furnishing him with complete advertisements adapted to the clothing he has to sell.

They furnish him, in many cases, not only with the advertisements, but with electros of them, so that the possibility of a poorly displayed announcement is entirely obviated. The best artists are employed in making the pictures used; and one series in particular—that of the Stein-Bloch Company, of Buffalo—the editor of the LittleSchoolmaster, when he saw it, thought the most artistic pictures of men in various poses that he had ever seen.

To take a concrete instance of how a wholesaler helps the retailer, let us glance at the book just issued by Michaels, Stern & Co., of Rochester, N. Y. This volume is beautifully bound in white and purple, and is called "The Key to Success." Inside you find, first, a colored picture showing how certain overcoatings and suiting look on people; then you discover actual samples of the cloth itself, enabling the retailer to order those

**Retail Advertisement No. 6.**

**There'll be a Sensational Sale In our Boys' Department To-day.**

We will sell

300 Little Boys' Fancy and Blouse Sailor Suits, in sizes 3 to 10 years, worth from \$4.00 to \$6.00, at the special-for-to-day-price of

**\$2.95**

250 Boys' All Wool Suits, double-breasted coat style, in sizes 7 to 16 years, worth from \$5.00 to \$7.00, at the special-for-to-day-price of

**\$3.75**

25 Dosen French Percale Shirt Waists, usual price 95c, at

**59c.**

25 Doses Goli, Yacht and Tam O'Shanter Caps, usual price 75c, at **48c.**

If you want these goods at these prices, YOU MUST COME TO-DAY.

To-morrow, regular prices will be resumed.

**LOWER, PRICE AND BEST**

First-Class Clothiers

Refund and Guarantee Streets

**Retail Advertisement No. 7.**



**Beautiful**

"A Midsummer Night's Dream" new Spring Stock of Colored Fabrics.

Strong colors, rich blendings and dainty shading, creating effects beyond any comprehension.

Made with separate cuffs and cuffs attached, for your choice.

In two qualities, colors fast in both.

**\$1.00 and \$1.50**

**LOWER, PRICE AND BEST**

First-Class Clothiers,

REFUND AND GUARANTEE STREETS

**Retail Advertisement No. 8.**



**Where**

DID YOU GET THAT HAT?

Not at our store, else it would be fashionable, though you only paid \$1.00 for it.

We sell an excellent quality Derby and Alpine Hat, in any of the fashionable Spring Shapes for \$1.00.

Note—Our \$1.00 hat equals the fashionable hats \$1.00 to \$1.50.

**LOWER, PRICE AND BEST**

First-Class Clothiers

Refund and Guarantee Streets

were small merchants, who knew little of advertising attractively, and whose efforts were consequently not as successful as they might have been with fuller knowledge, or with a little aid. Indirectly the wholesaler suffered, because if the retailer failed to dispose of his stock rapidly, he did not pur-

which strike his own or his customer's fancy; and lastly, there is a collection of advertisements after each suiting, well adapted to effectively advertise the goods to the general public. A reduced reproduction of one of these pages is given in this article. Whatever the individual opinion of the reader as to the

merits of these announcements, he will be constrained to acknowledge that the ordinary retailer, even in large cities, could not hope to equal them save by the employment of an expert advertisement writer, a procedure that can not be thought of in many cases. This book is the production of Mr. Samuel Knopff, who is a wholesale and retail clothing advertiser of ability and large experience.

The firm that issues this piece of advertising may well be excused if it feels proud of it. The book suggests to the Little Schoolmaster's mind, however, limitless possibilities of the wholesaler helping the retailer, in numerous trades. No doubt this is done to some extent to-day; but it is a field of advertising development that is capable of much expansion.

#### NEWSPAPER ILLUSTRATIONS.

In a recent number of *Current Literature* Mr. Frank C. Drake describes the steps by which the methods used in illustrating the metropolitan daily have been evolved. An idea of the modus operandi is best conveyed by Mr. Drake's account of the manner of "covering" a fire.

Two artists are sent out from the newspaper office—one to get the general scene, the other to look for interesting incidents. It is after 9 o'clock in the evening, but it is decided to hold the forms fifteen minutes later than the regular hour of closing, and the artists, supplied with badges which admit them within the police lines around the fire, are off on their mission.

"A cab soon brings them to the scene of the fire. They push their way through the crowd, pass the police lines, and, agreeing upon a meeting place, separate; the man who is to make the general view seeks an elevated position diagonally across the street from the lurid scene, the other gets his material at closer range. It is half-past nine. They must do all their sketching in less than twenty minutes, and it is hot work.

"Meanwhile the photo-engraving plant has been notified to be ready to handle this late drawing, and that the engraving must be delivered to the night editor by twenty minutes of two. In the art department various speculations, grave and humorous, are indulged in as to the chances the fire picture has of getting into the paper.

The hands of the clock crawl around to a quarter past ten, and the speculations are now nearly all of a humorous nature. At twenty minutes past, in come the artists. 'Make a four-column of it,' says the night city desk.

"The man who is making the general scene leaves spaces in the corners of his drawing in which the other man's sketches of incidents are to be pasted, and works like mad. It usually takes two hours to make a four-column drawing, and he must finish this in an hour and a half. An hour passes, and the photo-engraving man is hanging about in an ominous fashion. The dyspeptic night editor has sent in an ultimatum to the effect that he won't hold the paper a minute after the time set for the delivery of the cut. The art director is hovering over the artist as he lines in the smoke.

"'You work on the figures,' he says.

'Put a big one—a policeman—in the foreground, and cover up all that detail. I'll put the smoke in for you,' and he gets at the upper end of the drawing and boldly sweeps in the needed effect, cleverly concealing rows of windows with all the smoke he dares to use. While the last touches are being put on the figures in the crowd, the sketches of incident, drawn on thin paper, are deftly pasted in their allotted spaces, and the director watches alternately the drawing and the clock. At ten minutes of twelve he snatches the drawing from under the artist's pen with a 'Come, that's good enough,' marks the size the plate is to be made—for newspaper drawings are made twice the size in which they appear in the paper—and off it goes to the 'plant.'

"Here it is photographed and 'printed' by electric light on a sensitized zinc plate. By chemical action the lines of the drawing, as they appear on the zinc plate, are impervious to the action of nitric acid. Into this acid then the plate is immersed until the zinc around the lines is eaten away, leaving the lines in relief. More of the zinc is then removed from around and between the lines by the 'routing machine,' a few touches are given to it by a hand engraver, it is nailed to a metal block to make it 'type high,' and sent to the composing-room."

• • •

An ad to carry weight should to be well balanced.

The clairvoyant's ads ought not to be visionary.

**LOOKING FOR PRETTY GIRLS.**  
**HOW BEATRICE TONNESEN, SPECIALIST**  
**IN A NEW APPLICATION OF PHOTO-**  
**GRAPHY IN ADVERTISING, HUNTS**  
**FOR MODELS.**

If you should see a good-looking, stylishly dressed, business-like young woman critically studying the face and figure of a pretty working girl in a car, or chasing after her on the street, you may be pretty sure you will see that girl before long in some artistic and taking advertisement. For you have caught Miss Beatrice Tonnesen, Chicago's woman photographer, in the act of securing one of the famous "Tonnesen models."

The "Tonnesen model" is the latest thing in the world of negatives and prints, and this young Chicago woman photographer is its originator. It is a living-picture scheme adapted to the use of the manufacturer who wishes to advertise his wares in the most artistic and taking manner. For proof of its popularity you have but to notice how rapidly these pictures are taking the place of the old-fashioned ads in the magazines and other publications admitting of half-tone reproductions.

Miss Tonnesen's scheme is to supply a picture that will suggest at a glance all the merits of the article in a convincing way. She aims to produce an impression that will be lasting. The manufacturer tells her what he wishes the advertisement to show, and she gets up a picture that will express his idea. Often this is far from easy, but in the end she succeeds, and the picture not only tells its story but attracts the eye by its artistic merit.

Of the professional women photographers of Chicago, Miss Tonnesen is the only one to depart to any great extent from the beaten path. She has shown originality in several directions, and in each case the departure has long ago ceased to be an experiment. Her

latest success is the clever scheme of photographic advertising which bears her name.

Miss Tonnesen became interested in photography at her home in Oshkosh, Wis., three years ago. She had studied art in a general way for several years, possessed a keen appreciation of an effective pose, and was continually searching the faces of those about her for a view that would bring out the best that was in them. Suddenly the desire to photograph these faces possessed her, and she applied to a local photographer for instruction. He taught her all he knew and gave her free access to his studio. She then gained experience by photographing every friend who would sit to her. The fascination of the work possessed her and she was eager to set up an establishment of her own. She went to Menominee, Mich., arranged a studio, hung out her shingle and commenced work as a professional photographer. Before the end of the first year her ambition had outgrown her surroundings. The little studio in Menominee did not half satisfy her. She yearned for Chicago and a larger establishment.

At this juncture she laid her plans before her sister, Mrs. Clara Tonnesen Kirkpatrick. Mrs. Kirkpatrick is one of those born managers who occasionally give a doubting world a glimpse of the business capabilities of the sex. When her husband died she took hold of his grain commission business and carried it on as successfully as ever. She listened to Miss Tonnesen's plans, saw the possibilities in the Chicago studio and sold out her business. The sisters came to Chicago, secured a two-story and basement house in Michigan avenue and transformed it into a perfectly appointed studio. Here Miss Tonnesen takes the pictures and Mrs. Kirkpatrick runs the business end.



MISS BEATRICE TONNESEN.

A study of the photographs in the studio discovers the secret of Miss Tonnesen's success with portraits. Apparently every one of her sitters is either handsome or of distinguished appearance. Here is where her art comes in. There is always a good line somewhere in everybody's face, and she makes a specialty of finding it and photographing it. An interesting feature of her work is the making of art pictures—artistic groupings, cleverly executed. There is a great demand for these from the engravers, who put them on the market in the form of engravings. They are often also reproduced in the form of water colors. A process for photographing portraits on porcelain has also proved successful and remunerative.

Miss Tonnesen has a long list of models, and when an advertising picture is ordered she first creates an idea and then selects a model best suited for its expression. In case she is not satisfied with the material at hand and requires a different style altogether, she goes in search of a new face and figure, and doesn't stop until she finds just the one she wants.

The models of this advertising feature are not exclusively of the fair sex, however. She has just finished a series of pictures which are especially taking, but they will not be in circulation until the holidays, and her contract with the manufacturers is of such an ironclad nature that a reproduction of them is out of the question.

The pretty girls who pose for Miss Tonnesen are particularly pleased with the opportunity to see themselves in print, and enthusiastically enter into the spirit of the work.—*Chicago Times Herald*, Nov. 21, 1897.

#### WANAMAKER ON A. T. STEWART.

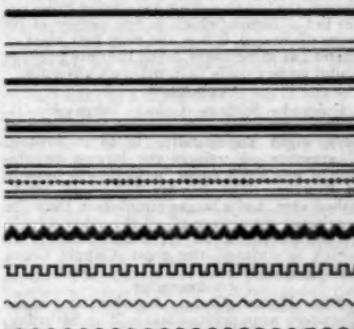
I think he was the greatest merchant this country has ever had. Look over his life and you will think the same. He was the son of an Irish farmer. He first came to the United States as a teacher. When he was 22 years old he bought \$3,000 worth of Belfast laces and linens and opened a store for the sale of these in New York. He slept at this time in the rear of his shop. He turned his capital over and increased his business until he had what was said to be the largest retail store in the world. The building alone cost Mr. Stewart nearly \$3,000,000, and its current expenses at the time of his death were about \$1,000,000 a year. In his two stores he was at that time doing a business of about \$200,000,000 a year. He had, in addition to these, branch houses in different parts of the world, and he was the owner of a number of mills and factories. When he died he was worth about \$40,000,000.—John Wanamaker.

#### ADVERTISING NEW YORK.

New York is a famous advertiser, and all sorts of enterprises are arranged to draw people thither, at least for a brief stay. She wishes now to attract them permanently, and there is in contemplation a new scheme of advertising—the publication of a large book, finely printed, richly bound, fully illustrated, the text by some of the best authors, and the whole a sumptuous literary production. This book will be got up by the Merchants' Association, and an edition of 150,000 copies will be issued, copies to be sent to business men of standing all over the United States. No copy of the work will be sold; every copy will be a volume *de luxe* such as no man would disdain for his library. The cost of such a work will be enormous, but the members of the Merchants' Association believe that the publication will pay: people reading of the many attractions and the grandeur of New York will wish to visit there—many to take up their permanent residence in such a magnificent city—and the money expended for this splendid account of its wonders, it is thought, will be returned many fold. Many cities in the West advertise themselves by cheap editions of books, offering wonderful opportunities to those who get in "on the ground floor"; others spread out their attractions in the pages of magazines and newspapers, and find that it pays. The idea of the foremost city in the Union entering upon the advertising field is, however, something new.—*Baltimore News*, Nov. 23, 1897.

#### A FEW BORDERS.

Following are a few simple borders which are within the resources of almost every printing office, made up as they are, principally, with plain brass "rules":



#### —Keystones.

#### IN ST. PETERSBURG.

Not all the novelties in advertising originate in this country. A proposition is now before the authorities in St. Petersburg to pave all the principal street corners with inlaid advertisements. The contractors propose to do the work without expense to the city, trusting to the houses advertised for their pay. The advertisements will be laid on the mosaic plan, so that they can be changed from time to time. In this way the public can walk over somebody's soap one week, somebody's rolled oats another week, tread on the latest brand of corsets one day and the best brand of sugar the next.—*Ad Sense*.

## WHAT SOME PUBLISHERS ASSERT.

*I said in my haste all men are liars.*"—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—absolutely.

## ARKANSAS.

**Hot Springs (Ark.) News** (1).—Oldest Democratic paper in the city. Guaranteed largest circulation.

## CALIFORNIA.

**San Diego (Cal.) Evening Tribune** (2).—The only afternoon paper having the full leased wire service of the Associated Press in a region as large as the combined States of Massachusetts, Connecticut, Delaware and New Jersey. Its circulation is conceded, especially at home, to be several times larger than that of any other daily, either morning or afternoon, in this great territory; and is the only paper in San Diego which furnishes either affidavits of circulation or allows customers full access to its books and press-rooms. It publishes a challenge to all other daily papers in this large area, offering to compare circulations under a large money forfeit. The leased wires of the Associated Press run direct into its office under a ninety-year contract. The paper has modern Linotype machinery and all the requirements of a first-class newspaper, except age. It is the youngest, although the lustiest daily in San Diego County, being only two years old. And although the lowest priced Associated Press paper in California (which is one reason of its large clientele), it has the very best class of citizens as subscribers, being the only genuine sound money daily in Southern California.

## COLORADO.

**Colorado Springs (Colo.) Telegraph** (1).—The *Evening Telegraph*, established 1877, eight pages daily, 12 to 16 Friday. Guarantees advertisers the largest circulation of any daily paper in Colorado outside of Denver. The *Weekly Telegraph*, established 1877, has a larger circulation than the combined circulation of all the other weekly papers published in El Paso County, in which is situated the great Cripple Creek mining district.

## CONNECTICUT.

**New Haven (Conn.) Register** (1).—19,390 Registers were printed and sold on Saturday, November 20 (waste copies omitted). Advertisers who don't use the *Register* are silent before the largest and best audience in New Haven.

## DELAWARE.

**Dover (Del.) Index** (1).—Four pages, nine columns, all home print; a local county paper; goes into 1,400 homes of prosperous people, one-half of them being farmers and fruit growers. Everybody reads the *Index*—if they don't take it they borrow their neighbors'.

**Wilmington (Del.) American Women** (1).—The paid circulation of *American Women* for December, 1897, was 22,624 copies. We guarantee the circulation for January to be not less than 25,000 copies.

## FLORIDA.

**Braidentown (Fla.) Manatee River Journal** (1).—For the past nine years a familiar weekly visitor in the homes of the people of

Manatee County. Published at the county seat and commercial center. Largest circulation in the county. Only paper in the State publishing short stories by the world's most able writers and illustrated by the most noted artists. A special edition every week to a tenth of the county electors who are not already subscribers. Your advertisement in every home in the county every ten weeks.

## GEORGIA.

**Atlanta (Ga.) Alhambra** (1).—The only literary publication in the South. Goes into 10,000 homes every month.

## ILLINOIS.

**Chicago (Ill.) Advance** (1).—The *Advance* is a weekly religious journal devoted especially to the interests of the Congregational denomination. It is pre-eminently a family paper, designed to interest and benefit every member of the household.

**Chicago (Ill.) Electrical Engineer** (1).—There are more than 10,000 paid subscribers, or a total circulation of nearly 300,000 copies per annum.

**Joliet (I.I.) Republican** (1).—The daily contains more home news, is the neatest paper and best advertising medium in Joliet, Illinois, the great manufacturing city. Circulation 5,313. The weekly reaches the great masses of the farmers in Will County. Circulation 2,316.

## INDIANA.

**Evansville (Ind.) Demokrat** (2).—The *Demokrat* is an old-established newspaper in a city of 65,000 population. Two-thirds of same are Germans. The daily has a larger home circulation than any other morning paper in Evansville. The weekly has as large a circulation as all the Evansville weeklies combined and larger than any German newspaper in Indiana. The *Demokrat* is used by local advertisers very largely and has always been a strong, reliable and successful newspaper.

**Kendallville (Ind.) News** (2).—Has the largest circulation of any paper in Noble County. We guarantee 2,100 weekly; offer \$500 to any other paper in Noble County that will swear to as many as 1,500. Moral: Write us.

## KANSAS.

**Newton (Kan.) Kansas Endeavor** (2).—The only representative of 200,000 Christian Endeavorers in Kansas. It reaches monthly 5,000 homes and each copy is read by several people. The fact that each copy is preserved for the official programmes contained therein makes it a valuable advertising medium.

**Topeka (Kan.) Mail and Breeze** (1).—Guarantees largest circulation of any weekly newspaper in Kansas.

## KENTUCKY.

**Somerset (Ky.) Reporter** (1).—Best advertising medium in Southern Kentucky.

## MASSACHUSETTS.

**Boston (Mass.) Land and Water** (1).—"Where we go;" *Land and Water* circulates among the leading colleges and athletic

clubs of the country, sportsmen's associations and sporting enthusiasts in general. A glance at the magazine will readily convince you that it is high class in every respect. Its circulation is running up at a wonderful pace, and subscriptions are coming in daily from all over the country.

Boston (Mass.) *Nickell Magazine* (2).—Circulation 62,000, guaranteed. Sworn detailed statement furnished to each advertiser if desired.

Gloucester (Mass.) *Times* (2).—Largest circulation of any daily of its class in the world. Devoted to the fishing interests of North America and local events of Cape Ann.

New Bedford (Mass.) *Morning Mercury* (1).—The only morning newspaper in Massachusetts, south of Boston. Full telegraph service. We occupy the field if you advertise in this territory. You need the *Mercury*, as it is read by over 5,000 families.

Springfield (Mass.) *Republican* (1).—A first-class enterprising newspaper and superior advertising medium, with the largest daily circulation in Massachusetts, and largest morning circulation in New England out of Boston.

#### MICHIGAN.

Battle Creek (Mich.) *News* (1).—Only morning and only Sunday paper in Calhoun County, including the cities of Battle Creek, Albion and Marshall.

#### MINNESOTA.

Duluth (Minn.) *Evening Herald* (1).—Out-side of St. Paul and Minneapolis the most potent and influential advertising medium in Minnesota. Guarantees its advertisers a bona-fide paid circulation double that of any other newspaper published in the State of Minnesota outside of St. Paul and Minneapolis papers. Advertising contracts will be made subject to this guarantee.

Minneapolis (Minn.) *Journal* (1).—Has the largest circulation of any daily in the Northwest. This fact is guaranteed and bonded by the Advertisers Guarantee Co. of Chicago, and Fidelity and Deposit Co. of Maryland, in the sum of \$50,000 to bond advertisers. Bond deposited with the First National Bank of Chicago. Only 9 states in the Union have dailies equaling the *Journal* in circulation. Think of it! Only Massachusetts, New York, Pennsylvania, Missouri, Illinois, Ohio, Maryland, California and Michigan beat Minnesota.

#### MISSOURI.

Maryville (Mo.) *Tribune* (2).—The best country weekly in the United States. Five dollars for any country weekly equaling *Tribune* in news, circulation, editorials, make-up and typography. Circulation over 3,000 per week—and that's no lie. Eight to twelve pages, all home print, and no plates; 82½ inches advertising (over 40 columns) in issue of November 11, averaging 20 cents per inch—nothing special about the issue either. Foreign advertisers pay local rates or they don't go.

#### NEBRASKA.

Scribner (Neb.) *Rustler* (2).—The best advertising medium in the Elkhorn Valley.

#### NEW HAMPSHIRE.

Littleton (N. H.) *White Mountain Republic-Journal* (1).—The leading newspaper in Northern New Hampshire. Read each week by thousands of intelligent families. As an advertising medium its value is unsurpassed by any paper in the State.

#### NEW JERSEY.

Camden (N. J.) *New Jersey Methodist and Epworth Advocate* (2).—Has an average weekly circulation of 2,000 copies. It is the only State paper devoted to members of the

Methodist Church in New Jersey Conference. While its circulation is but nominal, it reaches probably double its paid circulation if not more. There are 60,000 Methodists in South Jersey and 20,000 members of the Epworth League. Two special editions will come from the press about December 15th, one for Trenton of 10,000 circulation, so pages with cover, illustrated with pictures of All Trenton Methodist churches, and one for the Epworth Leagues, of 10,000 circulation, printed in red and white, the colors of the Epworth League, and, counting from four to six in every Methodist family in New Jersey Conference, we judge it will reach every Methodist family in the New Jersey Conference. The good class of readers reached by the *Jersey Methodist* can be reached by no other single or half dozen other publications. To reach them all would require an insertion in every other New Jersey paper. Why not reach this desirable class in one paper?

New Brunswick (N. J.) *Home News* (1).—The leading newspaper of Central New Jersey.

#### NEW YORK.

Cuba (N. Y.) *Democratic Times* (2).—The best-equipped printing-house in Western New York, no exception. The circulation of the *Times* is 1,500 copies a week; there is no guess work about it, but a sworn fact.

Ellenville (N. Y.) *Journal* (1).—The oldest-established family weekly newspaper of Southern Ulster and Eastern Sullivan Counties. Circulation, 1,400.

New York (N. Y.) *Electrical World* (1).—The pioneer electrical journal of America. Largest circulating periodical of its class in any language or country. Is quoted by other journals—electrical, mechanical and general—the world over; and never before so generally as it is to-day. The circulation grows constantly, and is now about four times that of the average journal of its class.

New York (N. Y.) *Every Month* (2).—We guarantee an actual paid subscription and news-stand and agency sales, circulation of 50,000 copies as a minimum, 60,000 as the average monthly circulation, all contracts accepted to be subject to this guarantee. At all times the circulation books and everything pertaining to the circulation department will be open to agents and advertisers.

Troy (N. Y.) *Northern Budget* (2).—A Sunday paper, but publishes editions earlier in the week to reach remote places on Saturday—a family paper. Its city edition is published about 4 o'clock Sunday morning—a newspaper. The dailies of Troy publishing no Sunday edition, it is the Sunday paper for Troy and outlying suburban towns, which have a population of two hundred and fifty thousand. Besides this the *Budget* has a widely extended general circulation with its earlier Friday and Saturday editions. One order for advertisements covers all editions. The *Budget* is the official paper of the city and county in which it is published.

New York (N. Y.) *McClure's Magazine* (1).—The circulation is guaranteed to aggregate more than 3,000,000 copies during the ensuing year.

#### PENNSYLVANIA.

West Grove (Pa.) *Success With Flowers* (2).—The only magazine entirely devoted to floriculture.

Williamsport (Pa.) *Gazette and Bulletin* (1).—The *Daily Gazette and Bulletin* has a sworn circulation of 5,872, and is the only morning daily within one hundred miles of Williamsport, and the largest circulation within that territory.

## PRINTERS' INK.

## CONFIDENTIAL.

Office of  
THE EVENING WISCONSIN COMPANY.  
MILWAUKEE, Dec. 13, 1897.  
*Mr. Eddy:*  
If you get a copy of the Dr. Pierce circular, of which I wrote you Saturday, ask Rowell to print it in PRINTERS' INK. Yours,  
A. J. AIKENS.

BUFFALO, N. Y., Dec. 18, 1897.  
*Chas. H. Eddy, Esq., Special Representative  
"Evening Wisconsin":*

DEAR SIR—Your favor of the 17th received. Do not know whether it is wise to print this confidential letter in PRINTERS' INK or not. However, if you want to put it in you can do so, but I have scratched out several lines at the end of the article which it would not do to have published in a journal which will go to Ohio and which might put "weapons in the hands of the enemy." I remain, yours truly,

LEGISLATIVE COMMITTEE.

V. Mott Pierce, Chairman.

BUFFALO, N. Y., Dec. 4, 1897.

BULLETIN NO. 1.

Many proprietors have been asking us of late as to the aspect of the Wisconsin law, and its effect upon proprietary articles, as well as to learn what the Ohio Food Commissioners propose doing?

At the meeting in Richmond, your committee called the attention of proprietors to section 6 of the Wisconsin law (formerly Bill No. 213), which provides against "the sale of any patent or proprietary medicine of which the formula is kept secret by the manufacturer, which contains morphine, strychnine, cocaine, or any poisonous or narcotic, alkaloid, or drug, in any quantities which the State Board of Health shall deem harmful to the life or health of the public, unless the presence of the same be distinctly shown by a label upon the bottle or package, or upon the outer wrapper thereof," this law to take effect January 1, 1898.

The general manager of the Evening Wisconsin Company of Milwaukee recently called upon Dr. Solon Marks, President of the State Board of Health, for Wisconsin, and inquired if any action had been taken by the Board with regard to the course they would pursue after the statute becomes operative on the first of January, and Dr. Marks replied that no action had been taken by them. He said that the State board would deem it their duty to analyze every article brought to them by a citizen of the State who claimed that the article contained the drugs named in such quantities as to become harmful to the life and health of the public; that the articles would be turned over to the State chemist for analysis and returned to the State Board of Health. It was his personal opinion that if the analysis showed the presence of these drugs in quantities not harmful, if taken as directed by sick people, they would construe that they were harmless, just as they would in the case of a prescription of a physician. He also remarked that all medicines were prepared for sick people only, and were more or less harmful when taken by well people.

Dr. Marks has heard of no action on the part of the druggists or the Pharmacy Association with regard to what will be done after this law goes into operation, but his judgment is that there will be no hasty or general exclusion of proprietary medicines or articles. The interview seemed highly satisfactory for our interests, and we can only await developments. In the meantime, it may be necessary for the manufacturer to

guarantee the jobbing druggist against all risk, and a guarantee may be required of the manufacturer that his individual proprietary article contains no poison, or that it contains no poison in sufficient quantity to be harmful to life or health when taken in the prescribed doses.

As to the recent *persecution* of some members of our Association by the Ohio Food Commissioner, there seems to be little ground for the attack made upon certain articles, some of which contain no morphine or other poison, whatever.

We are informed from trustworthy sources that the result may be that the entire law may be rendered entirely null and void when passed upon by the courts.

There is no doubt but we must bend every energy the coming winter in an effort to obtain the repeal or amendment to existing laws in a few States which are inimical to the interests of proprietors and dealers, as well as to the public. Yours respectfully,

THE LEGISLATIVE COMMITTEE,  
V. Mott Pierce, Chairman.

IN TORONTO.

TORONTO, Dec. 9, 1897.

*Editor of PRINTERS' INK:*

One store exhibits a \$5,000 silk rug as an attraction. A clothing-to-order firm advertises their clothing as "Hobberlin-made." A big bicycle firm runs 16 bicycle wheels with a silk thread to advertise their bearings, and challenges rivals to duplicate the exhibit. A museum distributes transparent soap with their ad inside each cake on a piece of paper. After January 1, 1898, Canadian advertisers can send a one-ounce letter, sealed, to any part of the British Empire for 3 cents. A man in Detroit who wished to mail a sealed letter to Western Australia would have to pay 30 cents. By crossing to Windsor, Ont., he would only have to pay 3 cents. The point to be noted by advertisers is that a one-ounce circular, *unsealed*, would cost the regular Postal Union rate of 4 cents, while, if *sealed*, it would cost one cent less. A well-known American watch concern is advertising its watches in Canada for the Christmas trade. This is the first time such a thing has ever occurred in Canada, to my knowledge. An increasingly noticeable amount of American advertising, by the way, is now being seen in Canadian magazines of the best class. The Canadian field is very promising indeed, and is practically untouched by American enterprise. Like Great Britain, trade once secured is not easily taken away. Toronto is just now submerged with an epidemic of photographic advertising. A confectionery store attracts attention by a heroic-sized Santa Claus in chocolate.

LOUIS DUNCAN RAY.

IN PROVIDENCE.

PROVIDENCE, R. I., Dec. 23, 1897.

*Editor of PRINTERS' INK:*

An ingenious mechanic has contrived a bicycle street-sweeper, and offers to clean the streets for a nominal sum, providing the Department of Public Works will allow him to place advertising banners on the front and sides of his sweepers. He has demonstrated that he can cover as much ground, on paved streets, as four men can working with brooms and shovels.

FAX.

The costliest advertising is poor advertising.

THE butcher necessarily carries a slaughtered stock.

## MORE ABOUT WEEKLY PAPERS.

ATLANTA, Ga., Dec. 13, 1897.

*Editor of PRINTERS' INK:*

We are constant readers of your valuable journal and consider it invaluable to the advertiser and the advertising agent, but we think that you are seriously in error when you say, "There is not a weekly paper in existence to-day, aside from the class journals, that a judicious advertiser can afford to use." Now it is possible that we come under the head of "Class Journals," but still we are considered by the general advertiser as a "weekly publication"; therefore, if you do not desire to do us and similar publications an unnecessary injury, we would suggest that hereafter you make use of the term "weekly newspaper" instead of "weekly paper," thereby making a distinction that the most busy advertiser would readily understand.

Trusting that you will hereafter give publications such as ours, which has all the professional and well-to-do mercantile classes of the cities and towns in Georgia and the surrounding States for its readers, the credit of being of some value to the general advertiser, we remain, yours respectfully,

LOOKING GLASS PUBLISHING CO.,  
Per J. W. Hill.

Office of  
"THE HAMPSHIRE REVIEW,"  
Cornwell Bros., Proprietors.  
Jno. J. Cornwell, Editor and  
Manager.

ROMNEY, W. Va., Dec. 16, 1897.

*Editor of PRINTERS' INK:*

There is no other paper that I read with the same interest, and, I might add pleasure, as PRINTERS' INK, but I do not agree with some things contained therein regarding the value of the local paper to the general advertiser, and *vice versa*. Your views of this case are probably correct in all cases except as to the advertisers of patent medicines. There I think you are clearly wrong, and I believe you will agree with me that these people are an exception to your rule. Why?

Here are some of the reasons: The average local paper is subscribed for and read by a clientele that do not and can not get a daily paper at all. In fact, a great many of the subscribers of the local papers, especially in agricultural communities, do not even read the city weeklies. In order for these patent medicine people to get their remedies before these people, they must use the local papers. Then, again, these are the people who buy patent medicines. In the towns and cities, where people can go to their family physician, have him examine their tongue and give them a prescription to the drug store, they do not, as a rule, buy patent medicines. It is the country people, who live miles from a physician, that buy these remedies, and use them as persistently and regularly as they take their meals. In my humble judgment, formed from close observation, I believe that an advertisement in a good, cleanly printed and sensibly edited country weekly, with 1,000 circulation, is worth more to the advertiser of a patent medicine than a daily paper with ten times that circulation.

It is certainly an undisputed fact that there is no paper as closely read and as carefully preserved as the local paper. The advertisements even are read by the whole family, and the paper is loaned to the neighbors who do not subscribe for it. On the other hand, the daily paper is read hastily by the head of the house, at breakfast or in the office or workshop, and aside from the want adver-

tisements, but little attention is paid to the advertising columns. These are my observations in the small towns. In the larger cities it is probably different.

In conclusion, I can not do other than believe that the best investments such people as the Hoods, Ayers, Chamberlains, Bucklens and the Castoria people can make in the way of advertising is to pick the clean country papers and pay the regular price for their space. These people seem to agree with me in these views, as all of them mentioned are in our columns, and all except one pay our regular price, the contract with that one being signed under the apprehension that it was for one year instead of two, which it really called for, and at the expiration of the time they, too, will pay the regular rate or get out.

These opinions may be valueless, but, at any rate, they do not cost anything.

JOHN J. CORNWELL.

## WHICH JONES PAYS THE FREIGHT?

PADUCAH, Ky., Dec. 19, 1897.

*Editor of PRINTERS' INK:*

How does this ad from the Paducah News hit you?

MURRAY.

## THE JONES FAMILY ARE ALL GOOD PEOPLE!

There is Casper Jones, who is the proprietor and general manager of one of the neatest and best conducted saloons and restaurant in the city.

Next door to him is Ed Jones, who everybody knows, carries the best line of staple and fancy groceries in Paducah.

The next door, on the corner, is M. E. Jones, who carries an immense stock of hardware, cutlery, stoves, etc.

They are all clever people and live in peace and harmony side by side. A visit to any of the Jones Family is a pleasure. Call and see them. Remember they are all assembled on and near the corner of Second and Court street, at the south end of the Market House.

## IN TROY.

TROY, N. Y., Dec. 14, 1897.

*Editor of PRINTERS' INK:*

One custom tailor here has popularized the voting contest. He prints coupons in his newspaper advertisements, and a suit of clothes will be given to the most popular letter carrier. Within a year a candy store, located many blocks from the center of trade, has come into prominence by clever newspaper advertising. So great is Kimmey's success that he now has two stores. His method of publicity is to offer different sorts of candy, at reduced prices, on certain days in the week. Miss Brown is the only woman "ad" manager in this section. She is at the head of the big department store of W. H. Frear & Co., and is an expert. Her originality and cleverness have more than once attracted the favorable attention of business men and adwriters. She follows the established rule of the house in preparing substantial, conservative, attractive, drawing ads. One baker advertises: "My Mother's Bread," while another advertises: "Grandmother's Bread." J. E. WILLIAMS.

## PRINTERS' INK.

IN PETALUMA.  
PETALUMA, Cal., Dec. 7, 1897.

*Editor of PRINTERS' INK:*

Some days ago the *Courier* got up a little card for a firm in this town to read :

**Going to Have a New House.**

Mr. Smith is going to build a new house. The prices of lumber, laths, shingles, sash, doors and blinds are so cheap at Camm & Hedges that he proposes to take advantage of them and get his new residence up in time for a Christmas house-warming.

Within a few hours after its first publication inquiries about Smith and his intentions began coming both to the firm and the paper.

Within a couple of days another firm ordered a card to follow Smith's, and within a week a number of advertisers followed the example, until the string of notices read :

**Going to Have a New House.**

Mr. Smith is going to build a new house. The prices of lumber, laths, shingles, sash, doors and blinds are so cheap at Camm & Hedges that he proposes to take advantage of them and get his new residence up in time for a Christmas house warming.

**When Smith Goes to Housekeeping**  
he will buy his supplies of course in Petaluma. His groceries are already contracted for at the Royal grocery on Western avenue, because there is to be found the freshest stock - and the closest prices.

**Reception and House-Warming.**  
When Mr. Smith's house is done he will give a house-warming along in the month, and has ordered a fine dress suit of A. L. Phillips in which to array himself to receive his friends, because Abe gives a good fit.

**Going to Have His New House Painted.**

When Smith gets his house completed he is going to buy his paints, oils, crockery, glassware, silver-plated ware, etc., at E. C. Mills & Co. And Smith knows where to buy goods cheap.

**Smith Places an Order.**

Mr. Smith has placed an order with Newburgh & Co. for all of the lace curtains, draperies, table and bed linen, napery, etc., for his new house. Everything will be to match and of the best quality. Many of the goods have already arrived and are on exhibition.

**Contract Awarded.**

Bids were opened Wednesday evening for the contract for building Mr. Smith's new house. J. T. Reed was the successful bidder over twenty-seven competitors from all parts of the United States, showing that his prices are the very lowest consistent with good workmanship. Work will be commenced at once.

**Smith Lets Another Contract.**

When Smith's house is built, Hurd & Dies are going to do the plumbing and will also furnish him with a Magee range and all his kitchen utensils.

**Me, Too.**

Mrs. Cronk gets the contract to furnish Smith's new house with pictures and frames and an artistic sign to paste on the corner. What is the sign for? Come up to Cronk's; she'll tell you on the quiet.

**Smith Makes His Will.**

Like the good and thoughtful man he is, Smith has made his will, directing his heirs to buy a good monument for his grave from E. W. M. Evans, whom he has known as having the best in his line for years past.

MR. SMITH told his wife yesterday that if she values his happiness and his purse she

will do her marketing at Stolker's City Market.

All the firms report inquiries about the ads from customers.

As soon as the newness was worn off, of course the ads were changed. There was some competition for space in the column, as but one of a kind was allowed in. Respectfully,

EDITOR "COURIER."

**ORGAN OF THE POPULISTS.**

Office of

"PEOPLE'S PARTY PAPER"

(Tom Watson's Paper).

Leading Populist Weekly in America.

ATLANTA, Ga., Dec. 14, 1897.]

PRINTERS' INK, of course, stands first as the advertising authority in this country. We all recognize that fact. The writer would probably never have taken up advertising had it not been for the Little Schoolmaster.

Upon the same lines that the Ohio papers and other lists have combined to present their claims through your journal, I am now trying to arrange among the leading Reform papers of the country. If I am successful it will mean considerable business.

This paper is recognized among Populists all over the country as the national organ of the party, and has a circulation in every State in the Union.

I use all possible means to bring the *People's Party Paper* prominently before advertisers, and contracts for 1898, based upon an absolute certain number of copies, no more and no less. We will not collect on these contracts until the advertiser is satisfied that his ad has appeared in that number of papers, and that they have been mailed from this office. Yours very truly,

AUSTIN HOLCOMB.

**PURITY EXHAUSTED.**

Office of

THE GRAY LITHOGRAPH CO.,

56 Varick St.

NEW YORK, Dec. 17, 1897.]

*Editor of PRINTERS' INK:*

We received marked copy of PRINTERS' INK containing editorial notice of the Purity calendar, for which we desire to thank you.

In the same mail we are flooded with inquiries, we might say deluged, with postal cards and letters asking for copies of the "Purity calendar, noticed in PRINTERS' INK."

The inquiries are so many that we have not time to answer them, and we hope you will not repeat this complimentary notice.

THE GRAY LITHOGRAPH CO.

By W. E. Stephens.

Please enter our name on your subscription list for one year to PRINTERS' INK and send bill.

**WINDOWS IN CHICAGO.**

So active is the demand for novel ideas in window displays among the department stores of this city that a really brilliant scheme, sure to attract great attention by reason of its decided novelty and timeliness, may be disposed of at a handsome figure. In some instances, it is said, the manager of a State street store has paid \$100 for an "idea" to be worked out by his chief window dresser. Where dummy figures must be operated the artist is often obliged to invent the moving mechanism, always bearing in mind that it must be so simple that it will work under all circumstances, insuring the house against the humiliation and embarrassment of an accident or breakdown.—*The Show Window, Chicago.*

## PRINTERS' INK.

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### MR.CANNON ON "FAKE ADVERTISING."

Sometime ago I had the distinction of being the receiver of a large concern that went into liquidation, and strange to say, the entire stock of this business was sold at marvelously ridiculous prices in a score or more of the large cities of this country, and in several cases by firms that had not purchased one dollar's worth of goods from the receivers. Recently it has come to my knowledge from two or three large wholesale houses, that upon more than one occasion they have received telegrams asking if they had failed, the telegrams being prompted by an advertisement of the bankrupt stock of the reputable firms in question.

Within the last few days a conspicuous advertisement has appeared in the newspapers of this city, to the effect that the \$125,000 bankrupt stock of Mallory Brothers & Co., Rochester, has been purchased in full by a certain retail clothing store in this city, whereas investigation proved that there was no such concern as specified at Rochester, and never had been. The announcement was simply a lie, with the intent of imposing upon a credulous public.

The prevalence of this "Fake Advertising" is indicated by the great amount of commendation we have received since giving out this topic. The trade press has commented editorially upon the worthiness of our aims, while scores of business houses have indicated their sincere approval. Already the Baltimore Association has adopted unanimously the resolutions submitted, and states that it believes it will be the means of greatly strengthening their organization.—J. G. Cannon.

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THE ad of the cutler should be sharp and to the point.

### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

#### WANTS.

OUR \$1 half-tones print perfectly; get proofs. BUCHER ENG. CO., Columbus, O.

EXPERIENCED perfecting pressman wants position. Steady, reliable. "D." Printers' Ink.

WANTED—To buy or lease wly bwpw, with job office; full particulars. "E." Printers' Ink.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. A.R.C. ENGRAVING CO., Youngstown, Ohio.

PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes It Do.

ALL order men, write for our proposition: clean goods; large profits. \$13 Consolidated Exchange Building, Chicago, Ill.

WANTED, a good hustling man, experienced in outside work on country newspapers. Address NEWE, care Printers' Ink.

WANTED at the Phonograph office, Phillips, Me., information concerning novelties and articles pertaining to hunting and fishing, to be used as premiums.

WE want small-sized up-to-date stock cuts of children or childish scenes. Correspondence solicited. Address N. Y. EDUCATIONAL CO., 24 State St., Albany, N. Y.

WANTED—A man of experience to take charge of advertising department on the leading paper in a city of 50,000. Position permanent. Must be a good ad writer. "S.S." Printers' Ink.

WANTED—Advertisers to see our 32-page SUN-DAY NEWS. Largest and best in Youngstown and Mahoning Valley. Sample free to advertisers. Rates 2c. inch each insertion. Address C. M. SHAFFER CO., Youngstown, Ohio.

I WANT orders to set and electrotype your advertisements. I can do better work than most printers, and work equal to that of any. I ask you to give me a fair trial on the next advertisement you want done. Address W. M. JOHNSTON, Mgr. Printers' Ink Press, 19 Spruce St., N. Y. City.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement after submitting specimens. Address "A. M. T.", care of Printers' Ink.

RWARD—A liberal reward, one in proportion to the value of the service, will be paid for a list of the names of the members of the alleged Suburban Press Association of New England who were present at the alleged meeting said to have been held in Boston, when it is alleged that the members present passed a resolution to the effect that the methods of the American Newspaper Directory are beneath contempt. Application has been made to all the one hundred and thirty-eight alleged members of this alleged association, including its one hundred and four alleged vice-presidents, but thus far it has not been possible to contact them, except one, who is willing to admit that he was present—with the single exception of one Whitaker, the alleged editor and publisher of the *New England Farmer*, who is suspected of having been not only the instigator of the resolution, but also to have been the only member present at the alleged meeting, and of having written, offered, passed and reported the famous resolution all alone. Any one having knowledge to the contrary will confer a favor and earn a reward by communicating with the editor of the AMERICAN NEWSPAPER DIRECTORY at No. 19 Spruce St., New York.  
P. S.—No reward will be paid for the discovery of Whitaker.

### NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals. E. W. BLATCHFORD & CO., Chicago.

### MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

### DIRECTORIES.

DIRECTORY heads all families in this town; pop. 5,000. 30c. "GAZETTE," Newark, N. J.

### ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

### SPECIAL AGENTS.

H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York, is of value to first-class daily newspapers that want more advertising.

### ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time write to the GEO. P. WELLER ADVERTISING CO., 10 Spruce St., New York.

### INFORMATION.

WHAT is it you want to know? Send \$1 with inquiry. Established 1887. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Research and Inquiry Department, Washington, D. C.

### MAIL ORDERS.

BEST Illustrated catalogue for the mail-order business ever issued. Send for sample and terms to T. J. CAREY & CO., mail-order book mfrs., 24 City Hall Place, New York.

### ADDRESSES AND ADDRESSING.

CHOICE names, all 1897 orders. 30,000 Mail matter carefully and correctly addressed at very low rates. Get them. Satisfactory bank reference. H. R. FISHER, Freeport, Ill.

**FOR RENT.**

**W**E have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 22x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. F. ROWELL & CO.

**ELECTROTYPE.**

**S**ETTING advertisements to make them stand out and furnishing one or more electrotypes of same in a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me put your next ad, whether it be for one inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

**ADVERTISING NOVELTIES.**

**X-RAY PUZZLE** — A copyrighted advertising novelty, furnished in quantities at low rates. Attractive and entirely new. Sample free. W. T. JOHNSON, 64 Middagh St., Brooklyn, N. Y.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**SUPPLIES.**

**VAN BIBBER'S**  
Printers' Rollers.

**ZINC** for etching. BRUCE & COOK, 190 Water Street, New York.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**Rewards.**

**R**EWARD for information or recovery of plates. "Walks and Words of Jesus." By M. N. Olmsted. "G. M. MCC." 122 W. 11th St., New York.

**T**O complete Volume I and II of PRINTERS' INK. Price \$1.00 per volume. I and Nos. 11, 12, 22, 26 of Volume II. To the first person sending any one or all of the five above missing numbers will present a coupon good for a year's subscription to PRINTERS' INK. Address "W. C. S." care of Printers' Ink.

**PRINTERS.**

**D**EPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 341-351 Dearborn St., Chicago.

**D**ISPLAY composition. Newspaper and magazine ads, our specialty. KNICKERBOCKER PUBLISHING CO., Fulton St., New York.

**WE** do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

**FOR SALE.**

**F**OR SALE—A newspaper in the most prosperous town in Texas. A bargain. Terms easy. Address "S. TEXAS," Box 3633, New York P. O.

**B**ARGAIN—\$2,000 will buy only Democratic newspaper and job office in New Jersey town (pop. 10,000), 40 miles from Philadelphia. Address H. M. WOODMANSEE, Lansdale, Pa.

**N**EWSPAPER ADVERTISING IN THE UNITED STATES. A book of two hundred pages, containing a catalogue of about six thousand newspapers, being all that are credited by the American Newspaper Directory (December edition for 1897) with having regular issues of 1,000 copies or more. Also separate State maps of each and every State of the American Union, naming those towns only in which there are issued newspapers having more than 1,000 circulation. This book (issued December 15, 1897) will be sent, postage paid, to any address on receipt of one dollar. Address THE GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

**CIRCULAR LETTERS.**

**C**HAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

**ADVERTISING MEDIA.**

**H**ARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

**40 WORDS**, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

**A**DVERTISERS' GUIDE. New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

**W**HELDING NEWS, 7,000 daily. Only English eve' paper in city 10,000. LA COSTE, N. Y.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**L**ARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

**D**AYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

**L**EADING newspaper in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

**R**EPUBLICAN JOURNAL, Littleton, N. H.; largest circulation and best paper in State north of Concord; 2,800 guaranteed; rates low, but firm; service the best.

**P**UBLISHED 23 to 75 years, they have the loving confidence of over 24,000 religious homes. Write to THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa.

**I**THE INDIANAPOLIS (Ind.) FREEMAN, a National Illustrated Negro Journal, read by 50,000 each week. Sworn circulation 13,000. Write for adv. rates. GEO. L. KNOX, Pub.

**L**BANY TIMES-UNION is the best advertising medium in the capital city because it has a larger paid circulation than all the other dailies combined. JOHN H. FARRELL, editor and proprietor.

**300,000 COPIES** guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. the best seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

**I**F YOU WANT TO REACH  
THE COMMERCIAL TRAVELER  
OF AMERICA

It will pay you to advertise in the COMMERCIAL TRAVELER, published monthly at St. Louis, Mo. It is read by the cream of the Drummer fraternity throughout the United States.

For rates address the COMMERCIAL TRAVELER, St. Louis, Mo.; or, H. W. MASON, Special Agent, 31-33 E. 2nd St., New York.

**T**HE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the musical world. It has a guaranteed monthly circulation of 18,500 copies. Address Southern Branch New York Musical Echo Co., 163, 165 and 169 Congress St., Savannah, Ga.

**ADVERTISEMENT CONSTRUCTORS.****D****DIXIEY.**

"ASK LEWIS ABOUT IT."



# Cabaniss.

In December, 1897, Mr. H. H. Cabaniss, Business Manager of the Atlanta Journal, writes as follows to Mr. S. C. Beckwith, the New York Agent for the Journal: "I have recently read in "Printers' Ink" and in the last volume of the American Newspaper Directory some discussion as to Mr. Rowell's fairness and justice in quoting circulations, being replies to criticisms by other publications. I am moved voluntarily to say that I have been a patron to the American Newspaper Directory for the past 25 years, from the time I was a publisher of a country weekly, later other publications, and for 10 years past publisher of The Atlanta Journal. I can not recall one instance in which my publication was not fairly quoted. I always comply with requirements and always get the rating to which I am entitled."

HOKE SMITH, PRESIDENT.

H. H. CABANISS, MANAGER.

**The Atlanta Journal,**

Business Department.

# "WE ARE SEVEN"



The pretty half-tone picture reproduced above is borrowed by PRINTERS' INK from the Lyman D. Morse Advertising Agency, No. 38 Park Row, N.Y. Mr. Morse distributes this picture on a beautifully printed card, bearing the pertinent inquiry, "Is Your Advertisement in Them?" To select seven magazines and bring them conspicuously before the public as "the strongest seven" is an attempt to perform a good service for advertisers; and it is probable that Mr. Morse's characterization is correct. Every advertiser who uses magazines is certain to use some of the seven named, and most use them all. The advertiser who uses all has an opinion doubtless as to which one is best and which weakest; which gives greatest service for the money demanded, and which the least.

*McClure's Magazine* was accorded by the American Newspaper Directory a circulation of 147,535 copies in 1895, and an average issue of 258,141 copies in 1896. Its card rates for advertising are \$2 a line or \$300 for a page, but the prevailing rate charged by advertising agencies is \$1.25 a line or \$240 a page. The rates will be increased in 1898.

*Munsey's Magazine* is generally conceded to have the largest circulation of any of the seven, but what its circulation is PRINTERS' INK was never able to find out. Its advertising rates are \$3 a line or \$400 a page.

*Harper's Magazine* is the oldest on the list, and by many persons is considered the best. What its circulation is PRINTERS' INK was never able to learn, but guesses it to be considerably more than a hundred thousand copies per issue. Its advertising rates are \$1.75 a line or \$250 for a page.

*The Century Magazine* is considered the *attar de rose* of the magazines. Its circulation has sometimes been above 200,000 copies, but just what it is at present, or for two or three years last past, has not been ascertainable by directory publishers or advertising agents. Its regular issue, like that of *Harper's*, is probably considerably more than a hundred thousand copies. Its advertising rates are \$1.75 a line or \$250 a page, the same as in *Harper's*.

*Scribner's Magazine* was accorded a circulation rating in the Newspaper Directory for 1893 of 127,575 copies. In 1895 the Directory accorded it a B rating, which means exceeding 40,000. In 1896, and at the present time, *Scribner's* is accorded an A rating, which means exceeding 75,000, and its publishers assert that its total issue for twelve months has exceeded 1,200,000 copies. Its advertising rates are \$1.40 a line or \$200 a page.

*The Cosmopolitan* was accorded a circulation of 236,006 copies in 1895, and 306,833 copies average in 1896. Its advertising rates are \$2 a line or \$448 a page, its page rates being higher than those of any other magazine published.

*The Review of Reviews* had a circulation rating of 85,000 in 1895. In 1895 and 1896 its rating in the Directory is B, that is exceeding 40,000. Its advertising rates are \$1 a line or \$150 a page.

The advertising rates of all these seven magazines are pretty firmly sustained, but there are discounts for continued orders, varying from 5 to 25 per cent, and also an extra discount in some instances for prompt cash.

The man who advertises in magazines finds Mr. Morse's selection as good a one as can be made. It will be money in the advertiser's pocket if he exercises great care in adding another seven to his list. With magazines, as with newspapers, the best give greatest service in proportion to the cost.

"Printers' Ink" invites, for publication, suggestions as to which of the seven could best be omitted from a list, and what magazine could be added to replace the one eliminated without weakening the combination.

# It is True!

The question of circulation is the most important one that will do the advertiser good, the newspaper must have done that, it has merited the patronage of the advertiser.

The Atlanta *Journal*, published in a city whose metropolitan circulation of more than **24,500**. This circulation covers towns within a radius of 150 miles. Fully twelve thousand. This is eight thousand more copies in circulation than the next ten to fifteen thousand more than all others except or about.

Some advertisers have expressed surprise at this. The paper has a larger percentage of the population on its side.

The claim of circulation is easily proven or disproved upon to pay for his advertisement. It will be freely given.

Again, that paper is the best medium which the merchants of Atlanta have given written certificates that the *Journal* is the best medium. His advertisements in the *Journal* sold more goods than in any other paper.

The dry goods merchants and the grocers of Atlanta.

Now how about yourself? Do you want to read the paper so, ask the home merchants of Atlanta, ask the General Agents, not the best medium. Try it.

HOKES SMITH.  
PRESIDENT.

# The Atlanta Journal

Or The S. C. Beckwith Special Agency, New York and

# neHowever.

portance to the advertiser. In order to have a circulation must cover the field in which it is printed. When it has dvertiser.

those state population is about sixty thousand, has a bona fide lations concentrated largely in Atlanta, and the cities and elve thousand copies are sold in the city of Atlanta alone. on to the next highest Southern daily claims. It is from ept or and eight thousand more than that one.

at its phenomenal circulation. It is true, however. No on its subscription list.

or disproven. If disproven the advertiser will not be called eely given to him.

uch the home merchants patronize most. The druggists of Journal is the best medium they can find. One of them says goods in all other papers combined.

Atlanta patronize the Journal far more than any other paper. o rear the people of Georgia during the coming year? If eneral Advertising Agencies and ascertain if the Journal is

# Atlanta Journal

rk and Chicago.

H. H. CABANISS,  
MANAGER.

ATLANTA, GEORGIA.

PRINTERS' INK.  
A JOURNAL FOR ADVERTISERS.

**Is** issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**For** ten dollars paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1891) that of the century.

**Being** printed from plates it is always possible to have a new edition of five hundred copies for \$30, or a larger number at same rate.

**Publishers** desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

**If** any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and  
Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate  
Hill, E. C.

NEW YORK, DECEMBER 29, 1891.

THE *Iron Age* suggests that dealers hang at their front doors a sign reading. "We do no programme advertising."

THE Atlanta *Journal* asserts that its daily issue is 8,000 copies more than the next highest Southern daily *claims*. It must be enormous.

THE Nashville (Tenn.) *Sun* prints at the head of its editorial column the following interesting, and some might say almost impertinent, paragraph:

The *Sun* has a larger circulation in the city of Nashville than any other morning newspaper. The *American's* attention is especially called to this statement.

THERE appears to be a little inundation of postal cards advertising the merits of particular mediums. Such a method, while excellent in its way, reaches only people who are already advertising, and can not influence people who are only contemplating doing so. These can be reached most effectively by an advertisement in PRINTERS' INK.

IF you would advertise and become wealthy, spend your money with the daily paper. If your money for advertising purposes increases, put that also into the daily paper. If you must go further, use the well printed monthlies. There is not a weekly paper in existence to-day, aside from the class journals, that a judicious advertiser can afford to use; for there are dailies enough to absorb his appropriation, and for every dollar he will invest, the daily gives greater and better service than the weekly can afford.

SOMETIMES an ad yields unexpected profits, sometimes it is an unexpected failure. Human nature is mutable and capricious, and the wisest ad-smith can not always gauge it correctly.

OF this issue of PRINTERS' INK more than 24,000 copies are printed. Every issue of PRINTERS' INK at the present time is more than 20,000 copies. On another page will be found a fac-simile of an order for 500 copies of PRINTERS' INK to be sent to London, England. PRINTERS' INK has had from 500 to 2,500 subscribers in Great Britain all the time since the year 1891.

IT is asserted that the weekly edition of the Bangor *Commercial* goes into every town in Maine in numbers sufficient to make a demand for goods advertised in it and compel local dealers to stock up. In Houlton the *Commercial* has in the neighborhood of five hundred subscribers, in Dexter about as many; in Ellsworth, Bar Harbor and all of the large towns the proportion is well sustained. It is, without doubt, the most successful weekly that the Pine Tree State has ever issued.

IT is a good thing to put attractive advertising matter on a calendar, but the advertising matter should not overshadow the calendar feature altogether. A calendar recently issued by the Land and Water Publishing Co., of Boston, contains 154 square inches, but of this only  $2\frac{1}{4}$  square inches are devoted to the calendar itself, the rest of the card being an advertisement of *Land and Water*. As a result, but few who receive it will be inclined to give it wall space, the space it requires being so much out of proportion to its real value.

AN advertiser recently exhibited to PRINTERS' INK an order for merchandise, received by mail, and containing the following paragraph:

Having noticed your ad in the Louisville *Despatch* (the best paper in the State) I have decided to try some of your \* \* \*.

The advertiser said that this was by no means the first time that orders had contained similar commendations of this comparatively new daily, and as the praise seemed to be genuine and earnest, he was led to the conclusion that the *Despatch* must have taken a pretty strong hold on the good-will of Kentuckians.

AMONG its other attractive features, PRINTERS' INK numbers three departments, each edited by an expert advertising writer. These are the Department of Criticism, edited by Chas. Austin Bates; the department of Store Management, edited by Chas. F. Jones, and the department of Ready-Made Ads., edited by Wolstan Dixey. These departments appear every week, and are eagerly looked for by a host of appreciative readers.

REPRESENTATIVES of various patriotic societies all over the country met in the City Hall, New York, on Saturday, December 20th, in order to organize a concerted action looking to legislation to prevent the "desecration" of the American flag by using it for advertising or political purposes. This agitation has been in progress for some years, but relief from the evil—if it be really an evil—appears to be as far off as it ever was. Meanwhile "Old Glory" waves on serene as ever, all unconscious of those who use it as an advertising medium, as well as those who resent such action.

PEOPLE who wish to use but a limited number of posters often find that the expense of ordering so few copies is out of all proportion, and hence are compelled to abandon the idea. This difficulty is obviated by the "manu-graph" poster, an idea evolved by Bryan & Co., of Cleveland, Ohio. This is a species of poster painted by hand, which can be secured at prices that begin with a minimum of a dollar. It is practicable, by the use of this method, to get up a poster in more colors than in the most ornate lithograph, and to have a great variety of posters at but limited expense.

MR. JOHN H. COOK, publisher of the Red Bank (N. J.) *Register*, recently told the Little Schoolmaster that one night while in a drug store in Red Bank he was informed that it was rather a custom to look through the New York Sunday papers, and if a medicine was advertised in any of them to a large extent to look over the stock to see if a supply was on hand, because a demand for the goods during the week could be counted on with certainty. For instance, if a medicine were advertised to the extent of a quarter page or more, the Red Bank druggist would expect a sale of at least a dozen bottles or packages.

THE January edition of *Agricultural Advertising*, published at Chicago, will be specially interesting, inasmuch as in that issue Mr. Patrick B. Collins, of Minneapolis, promises to "skin and eat Mr. M. J. Lawrence, of the *Ohio Farmer*." Mr. Lawrence's skin is very thick, but his heart is tender and delicate.

THE Little Schoolmaster, in his wanderings to and fro, often hears people say that the mass of advertisements detracts from the value of each individual announcement. The idea was thus expressed by Mr. C. W. Dicker-son, President of the Sterling Cycle Co., at a recent dinner of the Agate Club, the Chicago association of advertising men :

I do not know that the publisher is to be blamed for taking all the business he can get, but there must come a time when the advertiser will wake up to the fact that his advertising is just about as conspicuous in the mass as a want ad in the *Sunday Tribune*.

Few advertising men appear to take this view, judging from the increased bulk of advertising in the magazines. PRINTERS' INK invites an expression of opinion from those interested.

IN the spring of 1892 the New York Board of Trade and Transportation appointed a committee to consider the existing postal laws and bills for their modification, and communicate to the Congressional Committee on Post-Offices its opinions and recommendations ; and a little later, viz., April 13, 1892, on recommendation of its Committee on Postal Laws and Bills for their Modification, adopted the following :

*Whereas*, Books, periodicals, newspapers, and other printed matter disseminate and preserve useful information, advance civilization, and increase and facilitate business, it is wise to provide for their distribution at as low a rate as can be afforded, and as attempts to classify and discriminate have a tendency to repress or injure useful enterprises,

*Resolved*, That in the opinion of this board the postage on all classes of printed matter should be uniform.

It may be some years before the opinion of the New York Board of Trade and Transportation shall become the opinion of Congress ; but until it does there will be endless trouble in and with the Post-Office Department, and no end of injustice and favoritism, despite the best effort of the most competent Postmaster-General to prevent either.

THE daily paper is the only channel through which the bulk of the lower middle classes and toilers can be effectively and quickly reached.

A SINGLE deception on the part of an advertiser may cost him his reputation. Whoever is employed to write the ads, the owner of the business should see that he tells the truth.

A MAN who has leisure to devote to statistics, has attempted to figure out how much money there was in the Christmas issue of the New York *Sunday Journal*. He says there were sixteen colored advertising pages at \$1,200 a page, and other advertising sufficient to bring the total up to between \$35,000 and \$40,000, which is quite a respectable sum for one issue of a daily paper, even in these flush McKinley-boom times.

THE advertisement solicitor for the *Catholic World Magazine*, a monthly emanating from New York City, claims a regular issue, so it is said, of between sixty and seventy thousand copies, which is a very respectable output for any magazine. In Pettengill's *Newspaper Directory* for 1897, which is doubtless compiled with conscientious care, the circulation of the *Catholic World Magazine* is put down, "publishers claim 33,000 copies," and that, too, is a very respectable circulation for a magazine. On page 518 of the said Pettengill's conscientiously-constructed newspaper directory is an advertisement of the *Catholic World Magazine*, "edited by the Paulist Fathers. An Illustrated Magazine of General Literature, Issued Every Month," and said to be "the old-established representative organ of Catholic thought that for thirty years has led in the development of intellectual life." It is also stated that "Lately by its beautiful illustrations, its more popular tone, its reduced price and its bright, entertaining 'get-up,' it has more than doubled its subscription list," and this advertisement, edited by the Paulist Fathers, closes with the significant sentence :

"Its circulation has reached now the 5,500 mark."

As magazines go, 5,500 is a very nice circulation. Father Doyle, the manager and editor of this paper, is credited with the following explanation of what might seem to be the

enormously over-stated circulation of the *Catholic World Magazine* by its advertising canvasser and in Pettengill's *Directory*. He says : "For instance, a copy of it goes to the Catholic Club in 59th street—a free copy—and that club has five hundred members, and, of course, they all read the magazine. Then another copy (another free copy) goes to a convent or college where they may be twenty or a hundred or one hundred and fifty sisters or students, and, of course, they all read it, and, therefore, that copy has twenty or fifty, or a hundred or two hundred circulation."

Advertising solicitors assert that they often have trouble in finding out exactly what the circulation is of a publication that they are called upon to represent, and it sometimes does seem to them—so they say—as though publishers of religious papers in particular are given to making circulation statements with a very far-off look in the eye.

WHEN Mr. C. T. Fairfield, who is one of the sort of men who knows it all and who edits the *Massachusetts Editor* of North Adams, Mass., was asked by the publishers of the *American Newspaper Directory* what means he would suggest for securing accurate and reliable reports of circulation for use in that publication, he replied (PRINTERS' INK, October 13, 1897) that the best means he could suggest was to employ a force of competent traveling men or correspondents, who should during the year visit every newspaper town in the United States and secure directly or indirectly the exact circulation of every paper, and print it regardless of fear or favor.

Although the publishers of the *American Newspaper Directory* had long ago come to the conclusion that the method suggested was impracticable, they tried it in a recent instance, with a result that served to strengthen previous convictions. The case was that of the Lapeer (Mich.) papers, which accused each other of making false representations or equivocations about their respective circulations. The *Directory* envoy visited both offices, looked at the piles of paper ready for printing and at the mail galleys and reported the conclusion at which he arrived. Both publishers evinced a great desire to give all information possible, but neither showed

any great enthusiasm when it was intimated that the names on the mail galleries should be counted. The result was that the report of the Directory's representative was more or less superficial, and to that degree lessened in value. The publisher of one of these papers now writes to the Directory expressing his dissatisfaction with the investigation made and soliciting another. He says he requested the Directory investigator to count the names on his list, but this the latter denies and incidentally remarks that it was the other paper that looked with most favor upon the project, but that the one that now protests met it with a "chilling frost." It may be remarked that it took over a month to bring the matter to its present position.

It will be discerned that if a single case involves so much detail, annoyance, doubt and delay, twenty thousand such would multiply these conditions to an intolerable degree. Assuming that only a moiety of the cases examined were productive of no trouble, the plan is impracticable in other respects. The expense would be too great. The publication of a newspaper directory is not a business enterprise that produces gold in untold volume; and if an expense account of no more than five dollars were incurred for each paper examined, it would still be impossible to issue a directory without a subsidy. Furthermore, the information desired is not obtainable in this manner. The newspaper publisher who refuses to send in a statement of his circulation will just as certainly refuse to allow a representative of the directory to discover the facts for himself by allowing him to measure paper or count names on a mail list. As for the possibility of getting the facts indirectly, that is a delusion and a snare. The editor of the American Newspaper Directory has been in New York City for over thirty years, and is to-day unable to tell how large an edition is printed of any one of the metropolitan dailies, save the *Evening Post*, and in that one case the paper itself has supplied the information. "If I can not learn the needed facts in thirty years," the editor recently remarked, "how long would it take my envoys to investigate all the papers from North Adams, Mass., to the new journalistic center on the upper Yukon?" It would be necessary to keep a miniature army of investigators constantly in the field.

READERS of books and buyers of them, and publishers and book sellers as well, have been observing with interest the improvement in the New York *Times'* Saturday Review of Books and Art.

ONE hundred and forty columns of advertising appeared in a recent issue of the Detroit *Free Press*, and it was not a special issue either; but the proprietors speak of that day in December as a "red letter" day. It was certainly a good showing.

#### QUALITY IN PREFERENCE TO QUANTITY.

WESTINGHOUSE ELECTRIC &  
MANUFACTURING CO.

PITTSBURG, Pa., Dec. 16, 1897.

*Editor American Newspaper Directory:*

We have just received a copy of your December issue, and having occasion to refer to it in connection with certain publications on our list, we find to-day that two of these papers are omitted in your list of "Class Publications." One of them is the *Street Railway Review*, of Chicago; the other is *Domestic Engineering*, also of Chicago. Will you be kind enough to state to us why these papers are omitted, and also whether your book is intended to be complete in its classification?

WESTINGHOUSE ELECTRIC & MAN'G CO.  
By Arthur Warren, Mgr. Publication and  
Advt Dept.

McQ.

NEW YORK, Dec. 17, 1897.

*Westinghouse Electric & Manufacturing Company:*

The list of class publications in the American Newspaper Directory for 1897, December, contains the papers accorded a circulation rating of 1,000 or more. The *Street Railway Review* and *Domestic Engineering*, of Chicago, not being accorded a rating so high, do not appear in that list, but you will find the former described on page 165 and the latter on page 149 in the catalogue portion of the December Directory.

We remain, respectfully yours,

GEO. F. ROWELL & CO., Publishers.

P. M. A.

A handsome periodical does not necessarily have a large issue. Sometimes it is found that the smaller the issue the easier it is to make it beautiful. There are some publications with small issues that are very much more profitable to the owners on that account than they would be if their subscription lists should be multiplied by ten. There is occasionally a great convenience in having only a small edition to deal with. Every copy of the papers referred to costs more to produce than the subscription price will remunerate the publishers for. A large edition is not therefore to be expected or hoped for. Advertisers value pretty papers more than great issues.

## EVERY FAMILY IN A COUNTY.

Office of  
"THE MANATEE RIVER JOURNAL."  
Published Every Thursday at the County  
Seat and Commercial Center of the Most  
Prosperous and Productive Agri-  
cultural Section of the World.  
BRAIDENTOWN, Fla., Dec. 13, 1897.

*Editor of PRINTERS' INK:*

Kindly note copy of *Journal* published in  
a county of most wonderful production. We  
reach every family in the county.

Kindly find low rate offered on the margin of  
the paper, and oblige, yours truly,

ARTHUR T. CORNWELL, JR.

Announcements similar to this one made by the Manatee River *Journal* are becoming rather common. To reach all the people in a county is thought a desirable thing to do. Sometimes certain storekeepers subscribe for the journal at a nominal price, receiving their reward from the advertising value of so useful a present and securing an effective method of communicating with all the people by inserting an advertisement in the paper. Whether this practice violates the postal laws or not, the post-office officials do not know. Sometimes they think it does, and at other times are in doubt about it. No postage is collected on papers sent to subscribers in the county where a paper is published; but the question what makes a subscriber, presents difficulties. Sometimes the paper is sent to all the people in the county, under the law authorizing the mailing of sample copies. \* It is not permitted to sell a paper at a nominal price, but as the Chicago *Tribune* and New York *World* are sold for a cent a copy, perhaps ten cents a year would be an adequate price for a four-page local weekly well filled with advertisements; and at ten cents a year \$500 would pay for five thousand subscribers, which is a larger number than would be required to place a paper with every family in many a prosperous county in Florida or many other States. A publisher might afford to send his paper free and get his money back from increased advertising patronage, but that would be in violation of the postal laws. PRINTERS' INK hopes to see the time when the foolishness will be eliminated from the law regulating postage on printed matter, and simplicity substituted for puzzles. A charge of four cents a pound for unsealed paper without stiff covers would produce better results than the Loud bill, and even the most simple-minded postmaster could then tell how much postage to collect,

## THIS IS BUSINESS.

The Winona, Minn., *Herald* prints the following sentence at the foot of business letters :

If this letter needs a reply it will greatly facilitate our office work if you can reply on the back of this sheet.

This is a good idea, one that can often be advantageously acted upon. It is unobjectionable. Sometimes a single sheet may pass to and from three or four times containing the entire correspondence, and saving much reference to copies and memoranda. The old theory that every scrap of paper must be preserved, and every letter answered, is obsolete in these days of typewriters and imitation letters used as circulars, the genuineness of which none but an expert can call in question.

THE Watertown (N. Y.) *Herald*, that calls itself a local paper of one hundred towns and villages, inserted an advertisement in three newspaper directories and never received a single reply, but Mr. Jere Coughlin, editor and proprietor, says that from two lines placed in PRINTERS' INK, and run one year, he had one hundred and sixty-four applications.

At the New England dinner at Delmonico's in New York City on the evening of forefathers' day, December 22d, President Eliot, of Harvard College, said :

Harvard University is fortunate in the possession of the best site for a retail store or shop in the city of Boston, and a tenant of that store has been for years a very successful merchant. He was explaining to the treasurer of the University the other day some of the causes of his success, and among them were two. In the first place, one-thirtieth of the population of the United States, he said, lived within fifty miles of his shop. "But better than that," said he, "one-fifteenth of the purchasing power of the United States is within fifty miles of my shop."

In these few sentences is a world of suggestions for the advertiser who would make his product a household word. To use his money most judiciously he must seek the points where population is densest and money most universally distributed. The best points on this continent are New York, Boston, Philadelphia and Pittsburg. No advertiser is thorough. None ever has been. All that any of them aims at is to reach the most people he can of the best kind for his purpose, for the amount of his available appropriation.

**ABSOLUTELY PURE, AND ONE  
GIVES RELIEF.**

The Royal Baking Powder people would treat with spurn, the idea that there is any turpitude in placing an advertisement of their product in a newspaper edited by a man whose wife, in compounding her daily bread, uses the "absolutely pure" product of that company. They would confidently declare that any assertion that such a combination of uses or parallelity of transactions could not be taken as proof of a deal or a swap being on between the Baking Powder Co. and the publisher aforesaid. They would regard such an assertion as simply nonsense. Yet the compounders of the Baking Powder can not help looking with suspicion upon every paper that advertises Ripans Tabules, and if the same paper happens to be advertised in PRINTERS' INK, the Baking Powder people are made decidedly uneasy thereby. They appear to forget that the Tabules and the Powder work together, one producing a condition that the other neutralizes, and that the Baking Powder interests are not antagonistic to those of the Tabule constructors, but, on the other hand, both have interests in common. The correspondence that follows has a bearing upon what has here been said:

*Messrs. George P. Rowell & Co.:*

We send you inclosed herewith a communication from the Royal Baking Powder Co., under date of 14th inst., and copy of letter which we have written them to-day. Yours very truly, THE PHILADELPHIA "RECORD."

M. B. Hanson, Advertising Manager.

ROYAL BAKING POWDER CO.,  
100 William street, New York.  
Advertising Department.

Dec. 14, 1897.

"Record," Philadelphia, Pa.:

Will you pardon this most friendly little dig? These circulars are received by advertisers with a broad smile. We all know Mr. Rowell, and the terms and conditions upon which these ads are published.

Now, what we are interested in is this: If you run without pay a two-page ad for Mr. Rowell, how much of our appropriation goes toward paying the expense of it? If half the passengers upon a train are dead-heads, the other half must pay twice what they otherwise would be required to do to bring the railroad company out square.

Now, why can't the Record, if it has space to spare in this wholesale way, devote say a half-page to something handsome and complimentary to your old patron and advertiser, the Royal? Very respectfully,

ROYAL BAKING POWDER CO.  
L.

PHILADELPHIA, Dec. 15, 1897.

Royal Baking Powder Company:  
GENTLEMEN—We have your favor of 14th

inst., referring to our circular reproducing a two-page advertisement of Ripans Tabules.

In response we beg to advise you that The Ripans Chemical Company were so well pleased with the results of their series of regular advertisements in the Philadelphia Record that were being published on a yearly contract, that they decided to give us a two-page advertisement, in addition to their regular cards, for which they paid us in cash, without any exchange considerations, ten hundred and sixty-nine dollars and twenty cents (\$1,069.20); so that in this case you have not only misjudged Mr. Rowell, but the Philadelphia Record as well.

We make only straightforward statements that we can always substantiate. We, of course, understand that you refer to the Philadelphia Record's advertisement in PRINTERS' INK when you state that "advertisers receive this circular with a broad, smile." In this connection we beg to advise you that the Philadelphia Record has made a contract with the publishers of PRINTERS' INK for the front page of that journal for every issue during 1898, for which we pay them ten thousand four hundred dollars (\$10,400.00). The Geo. P. Rowell Advertising Company has made a contract with the Philadelphia Record for a six-inch double-column advertisement every issue of one year, for which they pay us thirteen thousand three hundred sixty-six dollars and eight cents (\$13,366.08).

The two-page advertisement referred to is not a part of this contract, and was only accepted by us as it would have been accepted from the Royal Baking Powder Company, or any other advertiser, for cash. After expending this extra \$1,069.20, The Ripans Chemical Company was so well pleased with the results obtained from the publication that they have authorized us to prepare another two-page advertisement which will be published in the Philadelphia Record in one of our daily issues between December 26, 1897, and January 2, 1898, for which they will also pay us \$1,069.20 net cash.

Mr. Rowell has stated verbally and publicly through the columns of PRINTERS' INK that if he could get any other newspaper in the United States that could reasonably assure him as good results from the publication of a two-page advertisement in its columns as he secured from the special advertisement in the Philadelphia Record, that he would cheerfully give them an order.

We take exception to your statement that a part of your appropriation for advertising in the Philadelphia Record goes toward paying the expense of a free two-page advertisement for Mr. Rowell, as advertising space in our paper is worth to the advertiser more than we charge for it; and we do not publish any "free" advertisements.

While we have no space to spare in a wholesale way for complimentary mention of any advertiser, we beg to assure you that if we did have we would extend it to our old friends, the Royal Baking Powder Company, as readily as we would any advertiser in this country. Respectfully yours,

THE PHILADELPHIA "RECORD."  
(Signed) W. V. F. Hanson, Advt. Mgr.

PAINT advertisements should never be "off color."

SCHOOL blacking advertisements should not lack polish.

STOVE advertisements should be made to draw well.

**RECEIVED**  
DEC 10 1897

GEO. P. ROWELL & CO.

Fair Haven, Vt., 1897

Editor Printers' Ink.

The firm of Scott & Bowne are evidently your pupils. Such an offer is an insult to any publisher receiving it, and yet is in perfect line with the teachings of your little magazine which seems the sworn enemy of the country press. I enclose contract that you can see what apt pupils Scott & Bowne have proven. It is almost as bad as the Kennedy advertising.

Yours very truly,

E. M. Steuler

Editor Vermont Record.

SOME ADVICE TO CITIZENS OF NEW YORK CITY AND OF FAIR HAVEN VILLAGE IN VERMONT.

By the letter reproduced here and the contract exhibited on the opposite page, it appears that Messrs. Scott & Bowne will pay \$8 for five inches space in a paper not issuing so many as a thousand copies weekly. They require a specified position, but abandon their erstwhile wicked and immoral practice of insisting upon the agent's commission that all publishers are said to cheerfully allow to the Royal Baking Powder Co. upon the logical theory that a concern that places its own advertising is its own agent, and, therefore, entitled to the commission that would be allowed to the agent if an agent brought it. It would be better for the Scott's Emulsion people to contract with the Co-operative or Patent Inside companies for space in papers of this class. These companies control more than eight thousand local papers of average value and sell space at a lower rate than is here offered. They will guarantee as good posi-

tion and better press-work. It is only by their aid that the judicious general advertiser can nowadays deal with these papers with satisfaction or profit to either himself or the newspaper man. Let Messrs. Scott & Bowne take this lesson to heart and let Mr. Hunter of Fair Haven throw all such proposals into his waste basket and go out and hustle for trade with the business men of his own town, whose patronage will be better worth his while and who must use his paper if they advertise at all.



SCOTT'S EMULSION

FROM:

Advertising Department  
**SCOTT & BOWNE,**

Manufacturing Chemists

409-415 PEARL STREET. NEW YORK CITY.

New York, DEC 8 1897.

To Publishers of RecordHair Heaven, N.Y.

Gentlemen:—You will please publish as per instructions on copy herewith the advertising of Scott's Emulsion, in your Weekly, 5 inches. 32 times, and thereafter, at the same rate and conditions, until forbid.

Position to be on page ~~Telephone~~ so paper is made up on  
immediately following pure reading matter in a broken  
column, and adjoining pure reading matter full length on both sides. (See  
illustration at head of this order.)

Change the advertisements every insertion.

Charge us Night Dollars gross net.

Bills must be rendered quarterly, but in no case will last quarter be paid until full number of correct insertions have been made to complete the contract.

All omissions and wrong positions to be made good at the expiration of this contract, and you are to include SCOTT & BOWNE, 415 Pearl Street, New York City, in your Regular Mailing List.

Missing papers to be forwarded on receipt of notification from us. You are also to send us a notification of the first insertion under this contract. If your paper changes its make-up, or should it consolidate with any other journal, this order is void.

If at any time during the life of this contract, any legislation should be devised or enacted harmful to our interest, we shall reserve the privilege of canceling this contract.

Very truly yours,

THIS CONTRACT IS NULL AND VOID UNLESS ACCEPTED WITHIN  
30 DAYS FROM DATE.

Electros will be sent you on receipt of attached duplicate contract.

## RELATIVE IMPORTANCE.

A correspondent in London, who conducts an advertising agency there, writes to PRINTERS' INK under date of December 11:

Will you kindly let me know your opinion of the New York *Times* as an advertising medium and likewise its relative importance to other New York papers. The New York *Tribune*, I notice, carries a very considerable amount of English advertising, and if the *Times* is of any special value as an advertising medium it should not be a very difficult matter to get the same advertising for it.

There have been times when persons attempting to name the best four papers of New York would say *Times*, *Tribune*, *Herald* and *Sun*. There were some people who would commence the list *Herald*, *Sun*, *Times*, *Tribune*. Some would say *Tribune*, *Times* and stop there without mentioning the *Herald* or *Sun* at all. This was in Horace Greeley's time, and before the *World* distanced all competitors in the way of circulation, and before the *Journal*, adopting the *World's* methods and out-Heroding Herod, perhaps surpassed the *World* or came very near it. Of late years the *Times* and *Tribune* have both been overshadowed in the matter of mere number of readers. The quality of their readers has continued to be as high as ever, but in quantity the number has been supposed to have decreased. At the present time many persons seem prepared to say that the *Times* is the cleanest and the best morning paper in New York. It seems to be making great progress. Mr. Seth Thomas, the celebrated clock-maker, said to PRINTERS' INK within a week: "I have read the *Times* for more than thirty years, and I believe it is better to-day than it ever was before. It's a clean paper." The *Tribune* possibly has not reached so low a level of daily sales as the *Times* at one time did, but it is thought to be approaching it, while everybody admits that the daily sales of the *Times* are increasing now.

The Little Schoolmaster read the London letter of inquiry to three men who are authorities on advertising matters, and asked of each to which paper, the *Times* or the *Tribune*, he would give the preference as an advertising medium, supposing the price to be the same. One said, although he hesitated a little: "The *Times*." Another, after considerable hesitation, thought the *Tribune* might be worth a trifle more to-day, but that the conditions

were changing and he believed in a few months the *Times* would be worth the most, if it were not so already. The third said, "I wish I could say the *Tribune*. I don't think there is much difference. On the whole I would give preference to the *Times*."

Applying to advertising agencies, they relate that the rates of the *Tribune* are a little higher than those of the *Times*, but that the rates of the *Times* are better sustained than those of the *Tribune*, that the reading matter columns of the *Times* are guarded much more closely than those of the *Tribune*. One estimate clerk said: "Whenever a \$50 advertisement goes to the *Tribune* it is safe to ask for a \$75 notice free, and you will generally get it." He thought advertisers understand that and were in the habit of asking for the notice, "and that is the reason," said he, "why you see so many puffs in the *Tribune*. It don't do any good to ask for free notices in the *Times*," he continued, "for you won't get them." The New York *Times*, New York *Tribune* and the *Evening Post* are the three ultra-respectable papers of New York. The *Times* and *Tribune* are morning papers. They are both first class as far as they go.

## IN SACRAMENTO.

In Sacramento (Cal.) they have an ordinance reading as follows:

"It shall be unlawful for any person to cause or permit to be carried, hauled or drawn on any dray, wagon or other vehicle, on any public street of the city of Sacramento any animal, banner, transparency, frame work or any other device, having a tendency to frighten horses upon the public streets of said city, and intended, or tending or purporting, to be used as an advertisement, or for the purpose of advertising any business, amusement, exhibition or place of amusement or entertainment, without first obtaining a permit so to do from the Chief of Police."

## PUT IT IN.

The usefulness of your ad depends largely on your saying the right thing about each particular thing; for instance, in advertising summer goods make their summery character, daintiness, lightness, coolness, striking in your ad. If you are talking of winter goods emphasize their comfort-giving qualities, and suggest the snug properties that people seek for when they buy such things. When size is a factor dwell on it; if weight is a recommendation bring it out; don't waste words. Consider well what you want to say and say it. Make your ad pertinent, and make it plain if it isn't exactly parliamentary.—*Dry Goods Chronicle*.

A FLORIST'S advertisement ought to be a daisy.

## AN INJUSTICE TO MAGAZINE ADVERTISERS.

There is a feature about the circulation of such magazines as *Munsey's*, *McClure's*, *Cosmopolitan*, *Peterson's*, and probably others, that ought to be brought to the attention of advertisers.

About this time of year the publishers, or certain club agencies, advertise clubbing rates; three magazines for the price of two, or two for the price of one. For instance, the December issues of the periodicals above mentioned have large display ads of a half or full page, in which are offered three yearly subscriptions to the three one-dollar magazines for \$3.45. Also, *McClure's*, *Cosmopolitan* and the *Black Cat* for \$2.10, and *Munsey's* and *Peterson's* for \$1.25. The publishers of *Four O'Clock* offer that magazine free with any other magazine you may select, if you will send them the regular price of the selected publication.

The circulation of these periodicals goes to the public largely through the newsdealers all over the country. And these advertisements are manifestly in opposition to newsdealers' interests. Consequently every newsdealer who discovers them tears out the leaf before placing the magazine on sale. His argument is that these people are offering to his customers, who are in effect subscribers whom he has secured, a cut rate to induce them to withdraw their patronage from him and deal with somebody else. Not only this, but they add insult to injury by using him as a medium for the distribution of these propositions so inimical to him.

I think myself he is more than half right. But see where it leaves the innocent advertiser, on the other side of the leaf, who has paid a big price for a supposedly guaranteed circulation of a high class. In my town of perhaps 20,000 population there are eight firms who handle these magazines. Probably of all the publications mentioned, there are 1,000 to 1,500 copies sold in the town. If all the newsdealers in all the cities are as careful to protect themselves, as they call it, as those here, and from certain information I think most of them are, how much is left of the boasted 500,000 or more circulation, or whatever may be claimed? Just figure.

On the backs of the torn-out pages before me are ads of the Hayner Distilling Co., Dayton, O.; Washington Shirt Co., Chicago; Munn & Co., New York; the Syndicate Publishing Co., Philadelphia; *Nickell Magazine*, Boston; *Union Gospel News*, Cleveland; *Engineering Magazine*, New York; *Evening Post*, Chicago; T. Freter & Co., Chicago; *Banner Card Co.*; *Demarest's Magazine*, and others.

Now, why should these advertisers not demand a rebate of twenty to forty per cent on such issues as have their ads printed where they are almost certain to be thrown away if they go to a newsdealer?

Another point. It seems strange that the publishers do not see that they are cultivating somewhat barren field in thus advertising to people who are already customers, through the newsmen, and that if they gain a subscriber, the dealer loses a monthly buyer, and the circulation is not increased a particle. It seems to me that these club rates should be advertised, if possible, in papers that do not go to the newsdealers at all. There are plenty of them among the many "Companions," "Home Journals," and ladies' magazines. Or it might be a good idea to try such papers as *Comfort*, the *Columbian*, *Hours at Home*, and that very numerous class known as "sample copy" papers.

At any rate there is a muddle of injustice here which ought to be smoothed out in some way. Perhaps it could be managed by printing the club rates on the inside cover pages. Then the newsdealers would have to let them go.

JOHN K. REYNOLDS.

## DAILIES, WEEKLIES AND MONTHLIES.

People do not go about looking for advertisements. A newspaper is a better advertising medium than a dodger or handbill, because the newspaper, having intrinsic value, appeals to the reader and interests him, while the dodger doesn't.

If a man is dying of consumption, and hasn't been fooled too many times by panaceas, he may watch for advertisements of consumption cures, but the average man doesn't hunt for advertisements of any kind. He buys a daily paper for the news, and the ad must get in its work incidentally. Nine times out of ten the reader who is influenced by the general ad, couldn't for the life of him tell when or where the good impression was made. That's why the general advertiser has to keep everlasting at it, and that's why a good paper, the kind a man reads and carries home with him to call his family's attention to something in it particularly good, pays the advertiser better than the sheet which, having no influence or standing, is hastily glanced at and dropped.

Now, by the same logic, the reason a magazine is worth more to the advertisers per thousand circulation than the daily paper, is not so much because the magazine is superior to the daily in its general make-up and appearance, but because of the different matter in it. Yesterday's daily newspaper is the most useless thing on earth; you insult the tramp you offer it to. It has lived its history. But the magazine is not read in one day; it lies on the library table or on the stand in the family living room for thirty days, until the next number is received. Every member of the family dips into it a dozen or a score of times during that month. The advertiser from his one insertion gets a chance at that family all month. Can we deny that that kind of circulation is worth more to the general, all-the-year-round advertiser, than a circulation that lasts but a few hours?

And it's the same way with the cheaper monthlies. The cheap monthly, to the family that pays for it, is as great a magazine as is the *Century* to habitual *Century* readers. The monthly paper—perhaps not so well printed as the best dailies, nor so artistically illustrated—represents current literature to its regular readers; *Comfort* satisfies its readers better than the *Century* would satisfy the same people.

Now that couldn't happen with a daily. A daily is essentially short-lived, and its ads live only twenty-four hours. It must be admitted, however, that for advertising of a certain class the very ephemeral nature of the daily is a point in its favor. It encourages quick returns, for it goes before the reader in an implied now-or-never attitude. But the general advertiser, the man who wants to keep hammering away at the general public, putting before the people his standard, all-the-year-round products, the man who is building up a national trade, can afford to pay the weeklies and monthlies of general circulation a higher rate per thousand circulation than he can afford to pay the dailies.—*Push.*

THE ad of the iceman should never lack weight.



TELEPHONE 730.

OSCAR S. LEAR,

201 S. HIGH ST.

EDISON  
PHOTOGRAPH.

Bicycles

OFFICE FOR BICYCLES  
SUPPLIES.

COLUMBUS, OHIO.

Dec. 18, 1897.

## SUBSCRIPTION DEPT.

Printers Ink Company,  
New York City.

Gentlemen:-

Inclosed please find P. O. Order for \$5.00 in payment  
for one year's subscription for Printer's Ink for Oscar S. Lear,  
201 South High St., Columbus Ohio.

I am doing this for a Christmas present for my husband and I  
would like to have you send the issue so that it would reach him  
by Friday the 24th. If the coming weeks issue will not reach him  
by that time will you not kindly let the subscription begin with  
this present week and send it sometime during the coming week.

Trusting that you can oblige me in this matter I remain

Yours respectfully,

mrs. Oscar S. Lear.

# The Good Deed — OF — The Good Wife

"DID GOOD BY STEALTH AND BLUSHED TO FIND IT FAME."

## NOTES.

It's the custom of advertising that brings customers.—*Chicago News*.

The *Criterion* (N. Y.) in its issue of December 18th, offers prizes aggregating \$200 for cover designs.

DURING the holidays Bloomingdale Bros., of New York, utilized carrier pigeons to deliver their advertisements to the various newspapers.

The holiday number of the *Boat and Shoe Recorder* (Boston) consists of 348 large pages, of which 198 are devoted to advertising. It is asserted by the publishers that this is the largest trade paper ever issued in any country.

THE latest stock figures for use in advertisements, issued by the American Typefounders Co., are called Kate Greenaway's Mignonettes, and consist of little lads and lasses in all kinds of essentially juvenile postures.

To advertise "The Ballet Girl" the management has issued a lot of little envelopes, on the outside of which is printed the announcement of the production, with the final line, "By whom? Open this package." The envelopes contain about a tablespoonful of rice.

J. M. Gusky, a haberdasher of Pittsburgh, Pa., recently inserted an ad in the *Pittsburg Times* offering shirts at half a dollar each. By a mistake of the compositor the advertisement was made to read 10 cents instead of 50 cents; and as a result at 3 o'clock in the afternoon the entire stock of 1,500 shirts had been sold.

THE merchants of Greenup, Ky., recently agreed among themselves to pay the railroad fare of such purchasers as came to them over the Eastern Kentucky Railroad (a road 50 miles long), and who purchased twenty dollars' worth of goods, either of one merchant or of all of them. They advertised the arrangement in the newspapers with, it is said, a gratifying increase of trade.

A SUIT was recently brought in the United States Circuit Court at Philadelphia, by the James B. Williams Company, of Glastonbury, to defend the names of "Williams" as a trade-mark. The plaintiffs showed that they have used the name of Williams Shaving Soap for fifty years, and that other firms have used the name Williams to describe a similar article, and to profit by the reputation of the plaintiffs. Judge Dallas decided for the plaintiffs, although the courts have for years refused to recognize an exclusive right to a family name in trade.—*National Advertiser*, Dec. 21.

THE New Orleans *Times-Democrat* says that just inside of one of the leading drug stores of the city there is a blackboard, which is used very effectively for advertising purposes, the "ads" thereon being got up in a very catchy manner. For instance, the other day the following was written on it to catch the eye of young lady customers: "Have you a sweetheart? If so, buy him a bottle of our pure Florida water." A young man who dropped in to get a glass of soda water saw it. Next day he was passing by with his girl, and as they were going in to get some soda water, he told her to read the sign. He spoke before he looked, for, to his dismay, the inscription on the blackboard was: "Have you a baby? If so, use sterilized milk."

THE ad of the land boomer should cover the ground.

## IT WAS GOOD.

"A good illustration of the money-making power of practical common sense has just come to my attention. I have represented as counsel a big patent medicine company for many years, and not long ago we secured a bright young newspaper writer to prepare our ads and superintend the publication of our almanac. The company sends out hundreds of thousands of these almanacs every year, and the expense of making them is heavy. Each almanac had a small pink string attached to one corner of it so that it might be hung on the wall. Good old farmers, you know, always hang their almanacs on the wall. Besides the cost of the string a force of young women was employed to attach these loops to the almanac. The expense for this one feature was heavy, but it was supposed to be necessary. If the almanacs could not be hung up they were likely to be thrown away. As soon as this young man who had been engaged to do the advertising saw these women at work on the almanac he said:

"Is it necessary to have a string on each almanac? Why don't you simply punch a round hole in the corner of it? That will serve the same purpose just as well."

The suggestion was new, and it was obviously good. Machines were obtained to stamp out round holes, large enough for a hook to pass through, in the corner of each almanac, and it is estimated that in this manner the company will save \$15,000. That was as simple as the egg-balancing act of Columbus, and yet no one of the hundreds who have worked on these almanacs had thought of it."—*New York Sun*.

THE plaster ad should stick till it draws trade.

THE butcher's ad is improved by choice cuts.

## ARRANGED BY STATES.

*Advertisements under this head 25 cents a line.  
Must be handed in one week in advance.*

## NEW JERSEY.

SUPREME IN ITS FIELD.

THE DAILY NEWS is a successful advertising medium. WHY? Because it is read by everybody, and brings results quick. THE PASSAIC DAILY NEWS, Passaic, N. J.

## OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,000 weekly. LA COSTE, New York.

YOUNGSTOWN, OHIO, SUNDAY NEWS—25 pages. Largest paper in Youngstown and Mahoning Valley. Advertisers and others—sample free. Rates 2c. inch each insertion. C. M. SHAFFER CO., Youngstown, Ohio.

## OREGON.

SALEM—"If the advertiser wishes to reach with powerful influence the people of Salem, Oregon, and vicinity, he must seek the STATESMAN." *Printers' Ink*.

## SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in this RUMBLE.

## WASHINGTON.

**THE "P.L."**

**SEATTLE POST-INTELLIGENCER.**  
Largest circulation in the State.

## WEST VIRGINIA.

**WHEELING NEWS** is credited with a greater circ'n than any other W. Va. English daily.

## CANADA.

**\$28** FOR 1 inch, I. A. W., for 3 mos. in 22 best papers in Quebec Prov., excluding Montreal. E. DESBARATS AD AG'CY, Montreal.

## Displayed Advertisements.

50 cents a line; \$200 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

### Supreme in its Field.

"During the first half of 1897 the

## Eight-Hour Herald

was a WEEKLY visitor in 17,169 homes of the better class of well-paid skilled mechanics in all branches of industry throughout America.

There are official journals of great labor organizations—the International Association of Machinists and Brotherhood of Railroad Trainmen for example—whose issues exceed that of the Eight-Hour Herald two to one, but of course their circulation is entirely confined to the particular industries mentioned.

No labor journal in the annals of the American press ever achieved a general circulation equal to that of the Eight-Hour Herald, Chicago." —Bloomington (Ill.) Bulletin.

## THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

## Good Ads

Like good eggs may be spoiled in the SETTING. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to WM. JOHNSTON, Mgr. Printers' Ink Press, 20 Spruce Street, New York.

## PRACTICAL PROSPEROUS PROGRESSIVE

## Farmers and Stockmen

are the class of people who read TEXAS STOCK AND FARM JOURNAL.

**SWORN  
CIRCULATION, - 11,000**

Space at a lower rate per thousand circulation than any weekly agricultural publication in the State.  
Covers Texas, New Mexico, Indian Territory, and parts of Louisiana and Arkansas.  
For rates and sample copies address

**Texas Stock and Farm Journal**  
Dallas, Texas.

## A THRIFTY NEWSPAPER IN A GROWING CITY.

Joliet's Population, 35,400. Over 7,000 men actively employed. Joliet Daily News Circulation, 12 months to December 1, 1897, was guaranteed by the Advertisers' Guarantee Co., Chicago. Read in 80 per cent of the homes.

Place your advertising in A Wide-Awake Newspaper. A Wide-Awake City.  
No fake "Ads" received at any price.

Further particulars to wide-awake, reliable advertisers who address

**THE NEWS CO., JOLIET, ILL.**

Member American Newspaper Publishers' Association.

**Progressiveness  
Triumphant...**

A circulation with a price based on results.

The  
**Household  
Journal**  
Philadelphia.

Circulation 140,000 copies, proven. Price, 40c. per agate line, flat and firm. Results, 100 per cent on the investment. This for progressive advertisers. Forms close 20th preceding month.

**HOUSEHOLD JOURNAL  
PUBLISHING CO.,**  
S. E. Corner Ninth and Filbert Streets,  
Household Journal Building,  
PHILADELPHIA, PA.

**THE ARGUS**

Albany, N. Y.

Unequaled as an advertising medium.

**The Argus**

Is a home paper, going into the best homes in Albany and vicinity.

**THE ARGUS**

Publishes Daily, Sunday and Semi-Weekly Editions.

Advertising Rates on application.

**JAMES C. FARRELL,**  
Manager

THE....

**MONTGOMERY  
ADVERTISER,**

LEADING PAPER IN THE STATE OF ALABAMA.

DAILY, SUNDAY and WEEKLY  
(Monday excepted).

Has the largest paid circulation of any newspaper published in the State.  
For advertising rates, etc., address

**PERRY LUKENS, Jr.,**

New York Representative,

30 TRIBUNE BLDG., N. Y.

*New England's Family Paper.*

THE  
**Portland Transcript**

The following facts will interest advertisers who are seeking the best medium and who appeal to New England buyers.

**FIVE FACTS.**

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was **23,443<sup>10</sup>/<sub>52</sub>**
2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house, and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 18 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

**TRANSCRIPT CO.**  
Portland, Maine.

## A Wave of Prosperity Has Struck the West. **THE IOWA HOMESTEAD**

Feels it and is Participating in it.

**SEE, HERE, AS TO SUBSCRIPTIONS!**

The cash receipts direct from farmers on subscriptions to the IOWA HOMESTEAD during the months of October and November, 1897 (excluding subscription receipts from agents and subscriptions charged to postmasters), show an increase over the receipts of the same months in the ten previous years as follows:

Over 1887.....	319 per cent
Over 1888.....	290 "
Over 1889.....	374 "
Over 1890.....	112 "
Over 1891.....	233 "
Over 1892.....	183 "
Over 1893.....	258 "
Over 1894.....	190 "
Over 1895.....	306 "
Over 1896.....	403 "

**SEE, HERE, AS TO ADVERTISING!**

The cash advertising charged on the HOMESTEAD ledgers during the month of October, 1897, has exceeded that of any previous month in the history of the HOMESTEAD. The increase in the advertising thus charged in October and November, 1897, over that charged in October and November in the ten previous years is as follows:

Over 1896.....	65 per cent
Over 1895.....	68 "
Over 1894.....	168 "
Over 1893.....	236 "
Over 1892.....	87 "
Over 1891.....	80 "
Over 1890.....	151 "
Over 1889.....	177 "
Over 1888.....	145 "
Over 1887.....	376 "

Do you wish to share in the greatly increased business of that section? If so, place your advertising in the HOMESTEAD. No other Western State has an agricultural paper with a circulation equaling that of the HOMESTEAD. For rates, sample copies or further information, address

**HOMESTEAD COMPANY, Des Moines, Iowa.**

## **A Misfit Quotation**

**WHAT SOME PUBLISHERS ASSERT.**

"I said in my haste all men are liars."—*Psalm cxvi., 12.*

MAINE.

Augusta. (Me.) Lane's List (1).—Monthly average for twelve months 765,792 copies. Lane's List always proves openly and publicly its monthly editions, and never failed on any issue to exceed its guaranteed circulation.—*Printers' Ink.*

### What Appears Every Month With Publication of Postal Receipts.

### **"\$1,000 IF FALSE. A GENUINE OFFER."**

I will pay the actual expenses of any advertiser using Lane's List, or any reliable advertising agent, to Augusta and return, and make him a present of \$1,000, who will prove that the above is not in strict accordance with facts as shown by the official records." This offer has been open three years.

**WALTER D. STINSON,  
AUGUSTA, ME.**

## YOU MUST NOT THINK

That, because **Forest and Stream** is a class journal, profitable advertising in it is limited to any special line of goods. No paper in America is more general and comprehensive in its circulation. The

# Forest and Stream

Goes Everywhere and  
Reaches Everybody.

It is emphatically a paper for the home. The entire family read it, the old and the young, the men and the women.

The advertising pages are just as interesting as the rest of it, and are read just as regularly and as thoroughly, every week. Ask any **Forest and Stream** reader about this.

Write to us

**FOREST AND STREAM PUB. CO.,**

346 Broadway, N. Y. Life Building, New York.



## Far Seeing People

Are the most successful. Their perception of opportunities where others see nothing is the secret of their success. Shrewd observers find me a splendid opportunity for improving their advertising matter. Those who have tried me ought to know. That they are still trying me proves that they do know. If you should try me you will know, too.

### I attend to the whole business.

I get up advertisements, booklets, circulars and catalogues. I write, design and print. I turn out the whole job complete. No other printer has such complete facilities for turning out the complete job as I have. If I happen to run across anything that I don't know all about, I know where to put my hand on the fellow that does. Can I be of service to you? Address

**W.M. JOHNSTON,**

Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

# To Seedsmen: Nearly Every Steamer

\* To sell seeds and plants, these papers have a double capacity to help you.

Ask their subscribers and some of them will be your agents to solicit orders for your specialty. Tell them of your goods and some of them will buy for garden and farm planting; others will buy for flower beds and window gardening.

Their individual availability to help you lies in the fact of one and all having different following, and money is not wasted in duplication of circulation. Each paper is representative of special work in this field without any or but little outside competition. With one exception, each is the only paper published here for its denomination. Some are the official organs of their denomination.

Published for 23 to 78 years, they have grown up with the families, until now they give an endorsed introduction into

## Over 220,000 Homes,

where they have the loving confidence of many subscribers. It will profit you to have business dealings with them.

**Put them on your list.**

### PHILADELPHIA

#### *The Sunday School Times*

THE LUTHERAN OBSERVER,  
THE CHRISTIAN STANDARD,  
THE PRESBYTERIAN JOURNAL,  
THE REP. CHURCH MESSENGER,  
THE CHRISTIAN INSTRUCTOR,  
THE EPISCOPAL RECORDER,  
THE CHRISTIAN RECORDER.

They cover a portion only of the religious field, but that field is theirs exclusively. Some have their greatest circulation among the farming and semi-rural communities. Shall we tell you which they are?

### THE RELIGIOUS PRESS ASSOCIATION,

104 South Twelfth St.,  
PHILADELPHIA, PA.

bound for Alaska and the Yukon gold fields starts from

### SEATTLE.

Every regular line of Alaska steamers, but one, has its headquarters in

### SEATTLE.

It is the Mecca for outgoing prospectors and home coming Klondikers.

It is the great outfitting point for the Yukon.

The time to make your advertising contract with

### SEATTLE

### POST-INTELLIGENCER

is now.

A. FRANK RICHARDSON,  
Special Eastern Representative,  
Tribune Building, New York.

GEORGE U. PIPER,  
Manager.

S. P. WESTON,  
In charge of advertising.

## A SELECT LIST

Is what many general advertisers want when they are considering the placing of advertising in a given State. . . .

Here is the

# OHIO SELECT LIST

Comprising the best papers in thirty-two of the best cities of the State. Every one has a distinct field which it fully covers. Ohio can't be covered by an advertiser without these papers. Ask the publisher of each for rates.

<b>Akron,</b> Beacon-Journal.	<b>Kenton,</b> News.	<b>Portsmouth,</b> Times.
<b>Ashtabula,</b> Beacon.	<b>Lancaster,</b> Eagle.	<b>Salem,</b> News.
<b>Bellefontaine,</b> Index.	<b>Lima,</b> Times-Democrat.	<b>Sandusky,</b> Register.
<b>Bucyrus,</b> Telegraph.	<b>Mansfield,</b> News.	<b>Sidney,</b> Democrat-News.
<b>Cambridge,</b> Jeffersonian.	<b>Marietta,</b> Register.	<b>Springfield,</b> Republic-Times.
<b>Defiance,</b> Republican-Express.	<b>Marion,</b> Star.	<b>Warren,</b> Chronicle.
<b>East Liverpool,</b> Crisis.	<b>Massillon,</b> Independent.	<b>Wooster,</b> Republican.
<b>Findlay,</b> Republican.	<b>Mt. Vernon,</b> News.	<b>Xenia,</b> Gazette and Torchlight.
<b>Gallipolis,</b> Journal.	<b>Newark,</b> Tribune.	<b>Youngstown,</b> Vindicator.
<b>Hamilton,</b> News.	<b>Norwalk,</b> Reflector.	<b>Zanesville,</b> Courier.
<b>Ironton,</b> Irontonian.	<b>Piqua,</b> Call.	

# 80%

For PRINTERS' INK, I can say that I can trace to its influence, either directly or indirectly, at least eighty per cent of the letters of inquiry that I receive. And I believe from what I know and from what other advertisement writers have said, that my business has grown much more rapidly than any similar business ever grew.

CHAS. F. JONES,  
Suite 101, World Building, New York.

# For Twenty-five Dollars

we will print seventy-five words, or ten agate lines, in two million copies (2,000,000) of conspicuous American Newspapers and complete the work within eight days. This is at the rate of only one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or Ten Million Readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons.

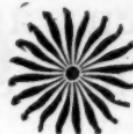
## Address with the check

THE GEO. P. ROWELL ADVERTISING CO.,  
10 Spruce Street, New York.

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Send \$1 for our complete catalogue of all American newspapers having regular issues exceeding a thousand copies. There are about 6,000 names in the catalogue. It is a book of about 150 pages. Ready for delivery December 15th.

# Success Through Advertising



can be achieved in any business if  
the right methods are used.

## "PRINTERS' INK,"

known as the little schoolmaster  
in the art—will give you more in-  
formation in its 52 issues per year  
than one can learn by experience  
in twice the time. All for Five  
Dollars.

GEO. P. ROWELL & CO.,

10 SPRUCE ST., NEW YORK.

For \$10.00 in advance a subscription receipt will be given from date of  
subscription to January 1, 1901—the end of the century.

# About Advertising Next Year.

Most people who read PRINTERS' INK have already resolved to do better advertising in 1898 than they did in 1897. But how? PRINTERS' INK insists that there are no cast-iron rules, no royal road to advertising success. The advertiser has to discover for himself what best suits his business.

One of the first propositions he will tackle will be:  
What paper shall I use?

There are some publications he can't afford to use at any price.

There are others that he can use profitably at card-rates. And there are still others that he can't afford to stay out of. It is this class of papers that makes advertising profitable.

## **WOMANKIND** Belongs to this Class.

Without flash methods it has doubled its circulation in the past year.

It goes to 80,000 homes, and every copy is paid for.

It reaches the people the general advertiser wants to interest.

Its rates are extremely low.

It pays advertisers.

It is one paper that the man who wants to make his advertising appropriation go as far as possible can't afford to stay out of.

# **WOMANKIND,**

**SPRINGFIELD, OHIO.**

# THE LAMENTATIONS OF ST. PAUL.

*There is no appropriation for advertising, but while there is life there is hope.*

*To insure prompt attention address all correspondence to the Company.*

**The Pioneer Press.**

*Frederick Dusall*

*Manager*

*Advertising Department*

*J. N. Jackson*

*St. Paul, Minn.*

*Daily Pioneer Press*

*Sunday Pioneer Press*

*Weekly Pioneer Press*

**RECEIVED**

*DEC 15 1897*

*GEO. P. ROWELL & CO.*

I regret very much that it will be impossible for us to avail ourselves of such an opportunity at present, as we have no appropriation for advertising.

We may be able to do something with you at some future date.

Yours very respectfully

*J. N. Jackson*  
*Sup't Adv'g Dept.*

A prominent newspaper in St. Paul, Minn., finds itself in the unfortunate fix set forth in a letter dated December 13, 1897, which is partially reproduced above. How many papers once prominent are in the same boat with this unfortunate publisher? What better way is there to induce the public to forget a newspaper, or any other business, than for the management thereof to allow themselves to occupy the position in which Mr. Jackson is at present stalled? "No appropriation for advertising." Is it not sad? Some of the Minneapolis papers do do a little advertising, but on the whole the papers of the Twin Cities are nearly unanimous in the opinion that the man who advertises is a donkey. Owing to a wicked rule passed by the Publishers' Association of that city, the St. Louis papers are at present also prohibited from making any advertising contracts, so they, like their Minnesota brethren, are practically "with no appropriation for advertising."

The Favorite Newspaper  
in Michigan

is now, and has been so for 64 years,

# The Detroit Free Press

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is:

Daily, - - -	36,323
Sunday, - -	47,331
Twice-a-Week,	100,495

Rates and sample copies on application to the home office or to

R. A. CRAIG,  
41 Times Building, New York City.

# Our London Club

## FIVE HUNDRED STRONG.



Dear Sirs,

Herewith I have pleasure in forwarding Cheque Bank cheques for the amount of five hundred copies weekly, of "Printers Ink", during 1898 and will you please remember that my present subscription does not run out until the second number of 1898, as I closed Vol. XVIII Nos 2, & 3, this year, which you did not send me.

I was very pleased to observe the notice you gave me some few weeks since in "Printers Ink" in reference to my removal to these premises. I thank you very much for this and have found it has already proved of some service.

Yours faithfully,

*J.W. Sears*

This is a renewal order for five hundred annual subscriptions for *Printers' Ink* for English advertisers for the year 1898.

# The Farmers

all have money this year.

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THE CHICAGO WEEKLY DISPATCH circulates almost exclusively among the farmers. Hence, your advertisement in

# The Chicago Weekly Dispatch

will bring results. Special price of five cents a line will continue until the end of 1897. Not much time to spare if you want to get in on this basis.

C. E. SHERIN,  
Eastern Representation,  
American Tract Society Bldg.,  
New York City.

THE CHICAGO DISPATCH,  
115 & 117 Fifth Ave.,  
CHICAGO.

# BE BOLD.

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A certain department store recently took an entire page in a number of afternoon papers. This advertisement contained only one item, which was boys' suits to sell at a price of less than \$5. I understand that the advertisement cost the house over \$1,000, and I believe it took a good deal of grit on the part of this store to put that much money into an advertisement of only one single item, and that one upon which they had no opportunity to make more than a few cents on each sale. The greater part of the advertisement consisted of a picture of the boys' suit. The description was in large type and the advertisement was really sensational from its size. I believe that this fact had a great deal to do with the success of the advertisement, and I do not believe that half a page or a quarter of a page would have produced half or quarter of the results that were produced by the page. The boldness of the idea is in itself attractive and commands attention. My correspondent informed me that the advertisement brought a wonderful response, and that if the firm had had on hand double the number of suits that they did have, they could have easily sold them. Before the day was nearly over the entire stock was exhausted, and the profit on the sale itself more than paid for the advertising, without considering the fact that the boys' clothing department of this firm had been indelibly stamped upon the minds of the public generally through the mere size of the one advertisement.—*Chas. F. Jones, in Printers' Ink.*

# Input on no style

Possibly the most unpretentious business office in New York City is that of "Printers Ink Jonson." There is a most notable absence of the regulation office force and paraphernalia, nevertheless there is a distinctive business smack noticeable everywhere, which would be difficult to counterfeit. Their claim of doing a prosperous business appears to be verified.—*Chicago Inland Printer*.

I am located at No. 8 Spruce Street, up two flights of stairs, and occupy a loft 25 x 100 feet. I have no fancy office furniture. No private room for long consultations. I act as my own bookkeeper. I superintend all the shipping of my orders. I am business up to the handle, and the man who comes in and buys 25 cents' worth is treated with the same alacrity as the one who buys \$25.00 worth. It matters not who you are or what you are, I have to get your money before I surrender the inks. This is one point from which I have never varied, although I have filled over 40,000 orders in the last four years. Is there an ink house in the world that can make any such statement, even though their factories cover acres of ground. Send for my price list and printed specimens.

**Address, Printers Ink Jonson**

**8 Spruce Street, NEW YORK**

# Guaranteed Circulation.

The Proprietors' Association of America, at its annual convention held recently in Richmond, Va., passed resolutions binding its members to give preference in placing their advertising to those newspapers and other publications which guarantee their circulation. The fact that this association is composed largely of advertisers of proprietary articles, many of them among the largest in the country, adds to the importance of this action.

The following are some extracts from the report of the committee:

"It can not be doubted that the circulations of a great many advertising mediums are greatly exaggerated, and that what the advertiser is getting for his money is many times an unknown quantity. Even the so-called 'known circulations' are known only to the publishers in many cases.

"However much general advertisers may desire to have personal examination in the circulation of every publication on their list of advertising mediums made, it is impossible for each individually to examine the books of such statements as publishers are willing to place before them to verify the circulation claimed. It is a favorite dodge on the part of the publishers to state that they are perfectly willing to have their books and records examined, well knowing that no large advertiser can afford to take the time or go to the expense that would be required to make such examination of each medium which he may patronize."—*Advertising Experience.*

# CAN YOU USE BOOKS AS PREMIUMS?



If so, we will send, postpaid, to your customers,  
upon receipt of price, as follows:

### THE SEASIDE LIBRARY,

*Upon receipt of Eight Cents per Copy.*

### THE CHARLOTTE M. BRAEME (Bertha M. Clay) SERIES,

*Upon receipt of Six Cents per Copy.*

### THE GIANT SERIES,

*Upon receipt of Five Cents per Copy.*

### MUNRO'S LIBRARY OF POPULAR NOVELS,

*Upon receipt of Four Cents per Copy.*



\* For full particulars and complete Catalogues, address \*

### GEORGE MUNRO'S SONS,

P. O. Box 2781. 17 to 27 Vandewater St., New York.

## **Which of These Classes Do You Patronize ?**

There are three classes of newspaper publishers : First, those who believe an advertiser is entitled to know their circulation, and are willing that he should and to take any and every step desirable for accomplishing the purpose ; second, those who wish to have an advertiser think that they wish to have their circulation known, but are determined to avoid that result by every means possible ; third, those who believe that their circulation is a private matter and concerns no one but themselves, and that inquiries concerning it are an impertinence.—*Printers' Ink*.

The first class are doing business on lines recognized to be right in every class of business the world over.

The second class are usually designated as "circulation liars," and should be classed with three-card monte sharps, etc.

The third class are men who are charging more for their advertising space than they themselves know it to be worth, and are only a slight degree better than the second class. They ask their patrons to do business with them on a basis which they would not concede to those that they patronize.—*The Cycle Trade Journal (Philadelphia), November, 1897.*

# An Opinion

by competent judges as to the merits of the **TELEGRAM**  
as an advertising medium:

CALLENDER, McAUSLAN & TROUPE CO.,

NEW YORK,  
100 FRANKLIN ST.  
BOSTON,  
14 BRADFORD ST.  
PARIS,  
10 AVENUE  
CHEMISTE  
TO THEATRE ET  
ST GALL  
PROVIDENCE,  
RODE,  
PARIS

PROVIDENCE, R. I. Providence, R. I.

Publisher,

"The Evening Telegram,"

Providence, R. I.

Dear Sir:-

Out of the experience of the thirty years we have been engaged in the dry goods business in Providence, we have come to the belief that the daily newspaper is the best advertising medium.

We believe also, that the "TELEGRAM" covers a field that is not covered by other dailies -- a most valuable field for advertisers.

During the past year your paper has received every advertisement which we have placed in any daily paper, and the excellent results which we have obtained from the "TELEGRAM" have induced us to make a contract with you for the coming year larger than we have ever made before.

Yours respectfully,

L.M.

The Callender, McAuslan & Troupe Co. is the largest and most important dry goods and department concern in Rhode Island. Its opinion is that of all the other important mercantile houses in the State. Address

**PROVIDENCE TELEGRAM PUB. CO., Providence, R. I.**

# COST OF ADVERTISING IN THE AMERICAN NEWSPAPER DIRECTORY

## For 1898—Thirtieth Year

**Will be Issued March 1st.**

The American Newspaper Directory is published quarterly and appears in March, June, September and December. The price of the book is \$5 for each quarterly issue or \$20 a year. The books are delivered carriage paid to any point in North America.

### Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, but preceded by the word advertisement. The charge for such an announcement is 50 cents - line for each issue or \$2 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

### Pictures of Buildings and Portraits.

Small pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in length or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is \$10 a year and such an order carries with it a right to one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

### Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress portion of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$25 for each issue or \$100 for the four issues appearing in a year: and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each), to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$50, full pages \$100, for each issue.

### Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

**Publishers of the American Newspaper Directory, 10 Spruce Street, New York.**

# LUKENS



Above is a picture of Mr. Perry Lukens, Jr., one of the best known of the New York Special Agents. His office is in the Tribune Building. Mr. Lukens is popular among advertisers and represents the following influential newspapers:

The Indianapolis *News*, the most prominent paper in Indiana, and perhaps the most conspicuous example in America of one paper that is read by everybody in the State.

The Bangor *Commercial*, a paper that has the second largest daily circulation in Maine, and the most successful weekly ever published there.

Hartford *Times*—Far and away the best paper in the State of Connecticut, a position it has held unquestioned for more than a score of years.

Montgomery *Advertiser*—The leading paper of Alabama, and the one having the largest paid circulation.

Pittsburg *Times*—The one paper having the largest circulation in Pittsburg, which, as a center of population, occupies a position enjoyed by no other American city, with the exception of New York, Philadelphia and Boston. This is a surprising statement, but true nevertheless.

Portland *Argus*—Oldest and about the most respectable daily in the Pine Tree State.

## The Special Agent.

# THE LAST DAY!

## Plan of Publication of the March Edition of the American Newspaper Directory for 1898.

DECEMBER 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

JANUARY 15. Revision commenced, beginning with Part I., Catalogue by States. Corrections can not be promised after January 15.

JANUARY 31. Revision Complete.

The forms go to press on the dates named below, and are closed three days earlier:

- FEBRUARY 1. To and including California.
- 2. To and including Idaho.
- 3. To and including Illinois.
- 4. To and including Iowa.
- 5. To and including Kentucky.
- 7. To and including Massachusetts.
- 8. To and including Minnesota.
- 9. To and including Nebraska.
- 10. To and including New York State.
- 11. To and including Ohio.
- 14. To and including Pennsylvania.
- 15. To and including Tennessee.
- 16. To and including Washington.
- 17. To and including Ontario.
- 18. Part II. (over 1,000 circulation). To and including Indiana.
- 19. Part II. To and including Ohio.
- 21. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.

FEBRUARY 23. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

FEBRUARY 24. All sheets delivered at the bindery.

MARCH 1. A copy of the Directory shipped to each subscriber.

Advertisements in position will be taken until three days before the form for the particular portion is put to press.

Advertisements to go in the back of the book can be taken as late as February 19.

Address communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,  
No. 10 SPRUCE STREET, NEW YORK.

Perhaps you  
have observed  
on the

# BROOKLYN "L"

How the passengers study each  
card ; they know the old ones  
and comment on the new—Yes,

## It's Great Advertising

And up-to-date, approached  
by none.



GEO. KISSAM & CO.,

253 Broadway, N. Y.

## **OUR BUSINESS**

For 1897 has been vastly larger than in 1896, and '98 looks promising. This is because advertisers are realizing that when they want

# *Street Car Advertising*

Rightly placed, we are the proper parties to consult.

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**GEO. KISSAM & CO.,**

**253 BROADWAY,  
NEW YORK.**

In making up your advertising estimates for 1898 don't forget the

# STREET CARS

They are recognized as one of the leading and standard mediums of modern publicity. It is important to place your appropriation in reliable and experienced hands. We occupy the leading place in

## STREET - CAR - ADVERTISING

at present.

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GEO. KISSAM & CO.,

253 BROADWAY, N. Y.

# SO WELL SATISFIED



*Publication Office*

THE BROOKLYN DAILY EAGLE.

Wm. Hester, President.  
Wm. Hester, Secretary.  
J. S. Kingsley, Treasurer.

Brooklyn, N.Y. December 16th, 1897.

Editor Printer's Ink,  
10 Spruce St.,  
New York City.)

My Dear Sir:-

We are so well satisfied with our one page advertisement printed once a month in Printer's Ink for 1897 that we desire to occupy the same space to appear twice a month during the year 1898. Please put us down for one page always in front of the editorial pages and always facing a full page of reading matter twice a month for ten months and one time a month for two months the price to be \$2750. net as agreed.

Very truly yours,

THE BROOKLYN DAILY EAGLE.

H. F. Garrison

**NOW wants twice as much**

**\$2,750.00**

